

PERMISSIBLE USES

OF THIS NATIONAL NIELSEN TELEVISION REPORT

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 22, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	46.4	38,880
2	SUPER BOWL XVIII-KICKOFF(S)	40.0	33,520
3	SUPER BOWL XVIII POST(S)	33.3	27,910
4	ABC MONDAY NIGHT MOVIE#	31.9	26,730
5	60 MINUTES	30.1	25,220
6	AMERICAN MUSIC AWARDS(S)	27.4	22,960
7	DYNASTY	25.3	21,200
8	DALLAS	25.2	21,120
9	A TEAM	25.0	20,950
10	SIMON & SIMON	24.1	20,200
11	HOTEL	22.5	18,860
12	MAGNUM, P.I.	22.4	18,770
13	TV BLOOPERS & PRAC. JOKES	22.1	18,520
14	SUPER BOWL TODAY(S)	21.7	18,180
15	AIRWOLF SPECIAL(S)	21.6	18,100
16	FALCON CREST	21.5	18,020
17	FALL GUY	21.3	17,850
18	KNOTS LANDING	20.9	17,510
19	JEFFERSONS#	19.6	16,420
20	WEBSTER	19.5	16,340
21	FOUL UPS, BLEEPs-BLUNDERS	19.4	16,260
21	RIPTIDE	19.4	16,260

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	30.6	26,800
2	ABC MONDAY NIGHT MOVIE#	28.1	24,570
3	SUPER BOWL XVIII-KICKOFF(S)	24.5	21,390
4	DALLAS	23.9	20,870
5	AMERICAN MUSIC AWARDS(S)	23.3	20,400
6	60 MINUTES	23.0	20,140
7	DYNASTY	22.8	19,980
8	SUPER BOWL XVIII POST(S)	22.1	19,350
9	SIMON & SIMON	19.7	17,200
10	HOTEL	19.6	17,180
11	FALCON CREST	19.3	16,910
12	KNOTS LANDING	18.3	15,970
13	MAGNUM, P.I.	17.9	15,660
14	TV BLOOPERS & PRAC. JOKES	17.4	15,180
15	A TEAM	17.3	15,170
16	CBS TUESDAY NIGHT MOVIES	16.8	14,730
17	WEBSTER	16.6	14,560
18	JEFFERSONS#	16.5	14,430
19	TRAPPER JOHN, M.D.#	16.5	14,410

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	35.2	77,620
2	SUPER BOWL XVIII-KICKOFF(S)	28.7	63,290
3	SUPER BOWL XVIII POST(S)	23.4	51,560
4	AMERICAN MUSIC AWARDS(S)	21.4	47,120
5	ABC MONDAY NIGHT MOVIE#	20.4	44,830
6	A TEAM	19.9	43,790
7	60 MINUTES	19.3	42,520
8	DALLAS	16.8	37,070
9	DYNASTY	16.7	36,890
10	FALL GUY	16.3	35,970
11	SIMON & SIMON	16.0	35,140
12	TV BLOOPERS & PRAC. JOKES	15.9	35,070
13	HOW BUGS BUNNY WON-WEST(S)	15.3	33,710
14	MAGNUM, P.I.	15.1	33,330
15	IS THIS GOODBYE C. BROWN(S)	14.5	31,890
16	JEFFERSONS#	14.0	30,820
17	SUPER BOWL TODAY(S)	13.8	30,460
18	DUKES OF HAZZARD#	13.8	30,390
19	FOUL UPS, BLEEPs-BLUNDERS	13.8	30,330
20	HOTEL	13.4	29,490
21	WEBSTER	13.2	29,170
22	ONE DAY AT A TIME#	13.2	28,990

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	47.9	37,750
2	SUPER BOWL XVIII-KICKOFF(S)	40.0	31,540
3	SUPER BOWL XVIII POST(S)	32.0	25,230
4	60 MINUTES	23.7	18,710
5	SUPER BOWL TODAY(S)	20.6	16,250
6	A TEAM	19.8	15,650
7	AMERICAN MUSIC AWARDS(S)	19.8	15,640
8	ABC MONDAY NIGHT MOVIE#	19.2	15,150
9	AIRWOLF SPECIAL(S)	17.7	13,980
10	RIPTIDE	15.8	12,490
11	SIMON & SIMON	15.6	12,320
12	DYNASTY	15.3	12,080
13	FALL GUY	15.0	11,800
14	MAGNUM, P.I.	14.7	11,580
15	TV BLOOPERS & PRAC. JOKES	14.6	11,540
16	BOB HOPE-USO XMAS-BEIRUT(S)	13.9	10,990
17	ABC SUNDAY NIGHT MOVIE	13.9	10,960
18	HILL STREET BLUES	13.9	10,940
19	DALLAS	13.4	10,590
20	HARDCASTLE & MCCORMICK	12.8	10,090
21	CHEERS	12.8	10,080
21	REMINGTON STEELE	12.8	10,080

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PERMISSIBLE USES

OF THIS NATIONAL NIELSEN TELEVISION REPORT

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NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 22, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	31.5	17,290
2	ABC MONDAY NIGHT MOVIE#	28.8	15,810
3	AMERICAN MUSIC AWARDS(S)	26.7	14,650
4	SUPER BOWL XVIII-KICKOFF(S)	24.6	13,550
5	DYNASTY	21.0	11,550
6	DALLAS	19.9	10,940
7	SUPER BOWL XVIII POST(S)	19.8	10,870
8	A TEAM	18.3	10,070
9	HOTEL	17.4	9,590
10	TV BLOOPERS & PRAC. JOKES	17.0	9,370
11	60 MINUTES	17.0	9,360
12	SIMON & SIMON	16.8	9,250
13	MATT HOUSTON	16.2	8,920
14	FALL GUY	16.1	8,860
15	KNOTS LANDING	15.6	8,550
16	HILL STREET BLUES	15.2	8,340
17	CBS TUESDAY NIGHT MOVIES	15.1	8,300
18	FALCON CREST	15.1	8,280
19	WEBSTER	15.0	8,260

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	32.9	8,850
2	DALLAS	32.2	8,650
3	SUPER BOWL XVIII GAME(S)	29.0	7,810
4	FALCON CREST	28.1	7,550
5	ABC MONDAY NIGHT MOVIE#	27.0	7,250
6	SUPER BOWL XVIII POST(S)	25.7	6,910
7	DYNASTY	25.2	6,790
8	MAGNUM, P.I.	24.9	6,700
9	SIMON & SIMON	24.6	6,610
10	KNOTS LANDING	23.9	6,440
11	SUPER BOWL XVIII-KICKOFF(S)	23.2	6,240
12	MISSISSIPPI	22.7	6,110
13	HOTEL	22.6	6,090
14	ALICE#	22.2	5,980
15	BOB HOPE-USO XMAS-BEIRUT(S)	21.5	5,790
16	ONE DAY AT A TIME#	21.0	5,640
17	BENSON	20.9	5,610
18	CBS EVENING NEWS-RATHER	20.7	5,580
18	TRAPPER JOHN, M.D.#	20.7	5,580

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	44.8	23,810
2	SUPER BOWL XVIII-KICKOFF(S)	37.0	19,670
3	SUPER BOWL XVIII POST(S)	29.7	15,820
4	AMERICAN MUSIC AWARDS(S)	23.1	12,310
5	A TEAM	20.9	11,100
6	AIRWOLF SPECIAL(S)	19.2	10,200
7	SUPER BOWL TODAY(S)	19.2	10,190
8	60 MINUTES	18.9	10,060
9	ABC MONDAY NIGHT MOVIE#	18.2	9,700
10	RIPTIDE	17.4	9,240
11	HILL STREET BLUES	16.0	8,490
12	TV BLOOPERS & PRAC. JOKES	15.2	8,070
13	DYNASTY	15.0	7,980
14	SIMON & SIMON	14.8	7,860
15	ABC SUNDAY NIGHT MOVIE	14.6	7,780
16	FALL GUY	14.5	7,700
17	MASTER#	14.1	7,480
18	CHEERS	13.8	7,360
19	REMINGTON STEELE	13.8	7,320
20	MAGNUM, P.I.	13.7	7,300
21	HARDCASTLE & MCCORMICK	13.6	7,220

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XVIII GAME(S)	55.2	11,310
2	SUPER BOWL XVIII-KICKOFF(S)	46.9	9,610
3	SUPER BOWL XVIII POST(S)	37.5	7,680
4	60 MINUTES	34.7	7,120
5	SUPER BOWL TODAY(S)	23.0	4,710
6	ALICE#	20.0	4,090
7	A TEAM	19.6	4,020
8	ABC MONDAY NIGHT MOVIE#	19.5	4,000
9	DALLAS	19.2	3,930
10	CBS EVENING NEWS-DEAN#	18.7	3,830
11	CBS EVENING NEWS-RATHER	18.2	3,730
12	FALCON CREST	18.2	3,720
13	SIMON & SIMON	18.1	3,700
14	ONE DAY AT A TIME#	17.9	3,670
15	HOTEL	17.7	3,630
16	DYNASTY	17.3	3,550
17	AFTERMASH	17.0	3,480
18	DUKES OF HAZZARD#	16.9	3,470
19	BOB HOPE-USO XMAS-BEIRUT(S)	16.9	3,460
19	MAGNUM, P.I.	16.9	3,460

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(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

1 MON.	9.52P	1	ABC N	96	95	B 15.9	24	1332	1718	713	292	798	287	483	430	368	258	590	224	375	333	276	174	166	86	164	115	
TU-F	9.58P	1																										
2 MON.	10.21P	2																										
ABC NEWSBRIEF-SAT.																												
SAT.	9.58P	1	ABC N	16	191	186	A 17.2	28	1441	1733	741	324	841	292	468	445	357	307	518	203	338	285	229	157	213	104	161	119
				92	96		B 18.7	31	1567	1750	775	278	862	260	442	410	375	365	518	171	299	261	233	193	173	104	197	147
ABC NEWSBRIEF-SUN.																												
1 SUN.	10.00P	1	ABC N	16	194	189	A 15.4	22	1291	1978	796	334	862	346	577	495	387	237	753	294	532	429	356	202	209	84^	154	98
2 SUN.	8.33P	1		98	98		B 19.1	29	1601	1807	664	290	718	280	494	433	355	176	826	350	583	504	383	196	161	76	102	68
ABC SPORTS UPDATE-SAT																												
SAT.	8.58P	1	ABC SN	16	189	194	A 17.4	28	1458	1873	733	352	796	237	430	451	392	306	645	182	405	378	350	208	148	59^	284	170
				92	97		B 17.1	28	1433	1743	728	262	802	218	394	383	377	356	596	164	324	304	305	240	131	56	214	144
ABC SPORTS UPDATE-SUN																												
1 SUN.	8.34P	1	ABC SN	14	192	194	A 17.7	26	1483	1889	714	358	778	289	512	469	400	213	818	344	590	514	372	183	146	80	147	86
2 SUN.	9.59P	1		95	97		B 16.7	24	1399	1956	703	312	774	287	512	467	384	219	757	305	540	473	372	178	169	71	256	170
ABC SUNDAY NIGHT MOVIE																												
1 SUN.	9.00P	144	ABC FF	15	198	199	A 17.4	27	1458	1794	739	347	797	322	544	486	392	192	752	309	533	451	351	181	181	88	64^	53^
2 SUN.	9.00P	136		99	99		B 20.7	32	1735	1874	739	335	795	308	550	506	406	182	806	351	590	505	376	172	178	90	95	65
	9.00 - 9.30						A 16.0	23	1341	1886	712	306	773	292	515	481	406	185	789	302	558	498	402	191	208	93	116	94
	9.30 - 10.00						A 17.1	25	1433	1890	731	333	794	318	541	493	401	185	792	329	571	492	376	183	206	106	98	77^
	10.00 - 10.30						A 18.4	29	1542	1744	740	358	797	330	551	481	376	197	743	311	515	425	329	192	166	79	38^	33^
	10.30 - 11.00						A 17.8	30	1492	1741	762	367	814	327	557	489	399	202	726	314	514	425	318	174	163	81	38^	33^
	11.00 - 11.30						A 18.0	34	1508	1697	741	380	803	338	545	487	376	194	696	285	504	418	326	151	168	87	30^	25^
ABC WORLD NEWS TONIGHT																												
M-F	8.30P	30	ABC N	80	205	205	A 12.1	20	1014	1543	721	242	778	193	352	329	372	358	614	190	315	291	276	253	51^	19^	100	55^
				99	99		B 11.2	20	939	1521	713	243	768	195	356	341	359	352	597	174	305	286	283	251	64	23	92	57
ABC WRLD NEWS TONIGHT-SUN																												
2 SUN.	6.30P	30	ABC N	14	154		A 5.2	8	436	1537	562	282^	723	143^	209^	193^	254^	485^	723	198^	333^	169^	344^	356^	91^	91^	LT	LT
				84			B 8.2	14	687	1648	676	217	766	160	310	294	339	415	682	196	334	279	313	301	57	37	143	87

PERMISSIBLE USES

OF THIS NATIONAL NIELSEN TELEVISION REPORT

12 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
							AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																							
EVENING CONT'D																														
ABC WRLD NEWS-SUN(B)																														
1	SUN.	6.30P	30	ABC	N	123	67	A	5.8	10	486	1570	610	179	649	110	187	275	339	333	590	75	220	257	256	333	30	30	301	124
AFTERMASH																														
	MON.	9.00P	30	CBS	CS	15	200	A	17.0	24	1425	1676	701	249	800	217	378	379	372	352	657	211	369	323	335	245	149	57	70	43
						99	99	B	21.7	31	1818	1738	759	276	841	297	474	427	353	320	586	231	365	325	268	186	176	84	135	85
AIRWOLF SPECIAL(S)																														
2	SUN.	9.45P	123	CBS	A	201	99	A	21.6	36	1810	1540	600	203	642	206	388	377	343	187	772	270	564	517	436	171	88	44	38	21
		9.30 - 10.00						A	24.9	36	2087	1602	627	266	676	191	376	355	354	244	783	250	525	501	432	218	76	31	67	43
		10.00 - 10.30						A	22.6	34	1894	1534	623	219	657	216	391	381	341	198	757	244	538	503	426	185	74	28	46	27
		10.30 - 11.00						A	20.5	33	1718	1510	577	193	618	194	379	378	341	166	777	273	581	526	438	161	82	38	33	16
		11.00 - 11.30						A	20.8	37	1743	1583	587	179	638	217	399	388	345	163	798	290	603	546	470	154	119	73	28	12
		11.30 - 12.00						A	20.1	44	1684	1485	593	173	633	212	397	382	336	177	752	297	565	515	407	146	86	42	14	14
ALICE																														
1	SUN.	8.00P	30	CBS	CS	11	191	A	17.4	26	1458	1835	692	228	841	228	308	304	365	410	576	163	246	264	257	279	134	105	284	126
						96		B	16.9	25	1416	1679	739	287	825	227	351	322	349	410	554	158	255	228	248	257	109	64	191	127
AMERICAN MUSIC AWARDS(S)																														
2	MON.	9.00P	129	ABC	AC	203	99	A	27.4	41	2296	2052	750	347	888	422	638	519	372	191	682	368	536	416	252	97	327	165	155	98
		9.00 - 9.30						A	24.7	35	2070	2172	737	352	878	406	615	488	359	209	647	330	484	393	250	106	415	200	232	141
		9.30 - 10.00						A	26.7	38	2237	2165	747	363	896	424	639	522	370	197	675	353	517	414	262	101	397	189	197	132
		10.00 - 10.30						A	30.0	45	2514	1992	745	334	882	430	631	524	361	189	677	372	542	422	247	92	276	156	157	99
		10.30 - 11.00						A	28.9	46	2422	1947	758	337	889	426	648	529	378	181	707	403	582	444	249	82	266	141	85	52
		11.00 - 11.30						A	25.9	47	2170	1834	763	350	882	410	658	554	406	160	695	378	550	398	264	85	221	100	36	20
AUTOMAN																														
	THU.	8.00P	60	ABC	A	5	195	A	12.9	19	1081	2231	688	278	743	288	500	440	366	187	685	315	522	421	283	154	279	85	524	321
		8.00 - 8.30				97	96	B	13.4	20	1123	2166	664	236	732	288	498	451	348	182	680	290	498	435	307	152	248	81	506	322
		8.30 - 9.00						A	12.7	19	1064	2199	684	261	732	259	477	436	379	191	687	304	511	418	286	165	251	71	529	334
								A	13.2	19	1106	2237	685	293	747	309	517	441	353	183	675	320	525	425	279	141	303	99	512	304
BENSON																														
	FRI.	8.00P	30	ABC	CS	15	199	A	17.9	28	1500	1729	794	322	910	268	476	422	413	375	406	119	206	172	189	175	161	104	252	178
						96	96	B	16.1	27	1349	1696	749	287	852	260	450	417	381	345	511	165	289	266	232	190	130	80	203	140
BLUE THUNDER																														
	FRI.	9.00P	60	ABC	A	3	199	A	13.8	21	1156	1779	635	253	687	248	486	466	372	162	555	206	363	340	276	162	196	73	341	281
		9.00 - 9.30				98	98	B	15.1	23	1265	1818	629	239	676	238	447	438	358	184	627	254	431	376	302	158	210	59	305	243
		9.30 - 10.00						A	13.6	20	1140	1761	615	261	669	248	466	444	350	164	539	208	351	326	257	158	194	73	359	281
								A	13.9	21	1165	1791	653	243	702	247	502	484	391	161	569	206	374	356	292	163	196	72	324	279
BOB HOPE-USO XMAS-BEIRUT(S)																														
1	SUN.	9.00P	120	NBC	GV	204	99	A	18.1	27	1517	1796	753	287	821	194	385	370	397	383	723	224	434	420	367	228	112	29	140	61
		9.00 - 9.30						A	17.1	25	1433	1897	777	297	841	192	368	368	395	408	759	274	480	436	347	222	119	38	178	96
		9.30 - 10.00						A	19.5	28	1634	1892	768	276	836	206	394	379	385	389	743	253	452	427	335	227	141	40	172	77
		10.00 - 10.30						A	18.4	28	1542	1731	749	290	815	188	394	381	412	370	713	189	414	422	398	232	96	18	107	41
		10.30 - 11.00						A	17.2	28	1441	1676	723	285	798	193	379	358	401	364	692	189	401	402	388	231	89	22	97	28
BUFFALO BILL																														
	THU.	9.30P	30	NBC	CS	5	201	A	13.8	21	1156	1700	708	256	819	365	573	470	337	212	597	320	464	362	199	121	147	79	137	88
						98	99	B	13.3	20	1115	1614	700	292	812	363	547	460	326	221	563	282	410	347	204	129	133	81	106	71
CBS EVENING NEWS-RATHER																														
	M-F	6.30P	30	CBS	N	79	203	A	15.4	25	1291	1518	700	232	772	169	289	279	326	433	587	138	255	263	282	288	82	38	77	33
						99	99	B	13.9	24	1165	1543	700	206	775	155	289	289	325	438	610	144	267	265	290	297	71	31	87	50
CBS EVENING NEWS-DEAN																														
1	SUN.	6.00P	30	CBS	N	9	178	A	15.6	27	1307	1737	735	291	755	112	290	328	3											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)		CHILDREN (2-11)																	
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																
EVENING CONT'D																																										
CBS SAT. NIGHT MOVIE																		16	190	183	A 11.5	20	964	1771	759	328	858	273	477	473	416	294	654	206	404	400	373	206	141	39^	118^	56^
1 SAT.		9.00P	138	CBS	FF	97	94		B 14.8	25	1240	1796	716	267	789	264	464	445	386	266	643	221	424	404	343	176	176	72	188	140												
2 SAT.		9.00P	120						A 11.3	18	947	1806	722	294	827	253	439	424	386	316	623	190	356	361	347	218	172	62^	184	77^												
		9.00 - 9.30							A 10.9	18	913	1796	723	314	819	241	435	440	406	300	619	176	363	368	363	213	182	58^	176	64^												
		9.30 - 10.00							A 11.7	20	980	1733	790	354	898	314	515	501	414	288	652	222	419	420	366	189	111^	23^	72^	48^												
		10.00 - 10.30							A 11.8	21	989	1758	779	339	875	293	504	501	420	279	680	218	445	436	401	191	133	29^	70^	45^												
		10.30 - 11.00							A 13.8	27	1156	1670	758	336	842	235	486	481	480	276	716	257	464	415	384	208	52^	9^	60^	35^												
		11.00 - 11.30																																								
CBS TUESDAY NIGHT MOVIES																		12	199	196	A 19.1	29	1601	1561	782	298	921	343	518	431	377	334	487	155	250	234	243	189	119	66^	34^	26^
TUE.		9.00P	120	CBS	FF	98	98		B 17.5	27	1467	1529	759	273	862	266	446	400	393	353	513	157	282	251	258	195	93	51	61	38												
		9.00 - 9.30							A 16.8	24	1408	1607	778	286	912	332	487	405	357	360	485	162	244	235	227	191	154	70^	56^	41^												
		9.30 - 10.00							A 18.9	28	1584	1607	780	303	933	355	527	419	371	342	489	157	254	250	246	184	141	73^	44^	32^												
		10.00 - 10.30							A 20.1	32	1684	1533	783	306	925	352	539	446	383	316	484	142	243	227	252	193	106	69	18^	18^												
		10.30 - 11.00							A 20.6	35	1726	1505	783	292	907	334	516	445	388	319	491	157	256	230	250	187	91	58^	16^	16^												
CBS WEDNESDAY NIGHT MOVIE																		15	189	192	A 11.7	18	980	1726	708	286	732	271	464	399	340	228	710	261	497	456	374	166	209	59^	75^	53^
WED.		9.00P	120	CBS	FF	96	98		B 13.2	21	1106	1644	704	250	759	243	440	406	380	264	638	242	423	366	307	178	144	55	103	62												
		9.00 - 9.30							A 10.9	16	913	1755	732	282	746	263	461	381	358	244	701	243	478	444	382	176	186	64^	122^	80^												
		9.30 - 10.00							A 11.3	17	947	1788	722	289	735	263	461	385	350	232	711	259	490	441	379	168	233	54^	109^	75^												
		10.00 - 10.30							A 12.5	20	1048	1694	704	289	735	279	483	422	332	217	717	265	509	468	377	164	207	60^	35^	30^												
		10.30 - 11.00							A 12.4	21	1039	1612	657	277	695	268	439	390	314	218	685	261	494	453	350	153	195	55^	37^	32^												
CHEERS																		5	200	206	A 17.9	26	1500	1889	734	281	853	345	545	434	329	274	673	344	491	351	232	163	192	103	171	100

THU.	9.00P	30	NBC	CS	97	99			B 17.1	25	1433	1764	733	304	850	351	532	439	331	275	619	293	422	344	234	164	163	96	132	84
DALLAS					15	206	206		A 25.2	38	2112	1755	870	307	988	363	518	430	369	409	502	186	284	258	212	186	104	46^	161	98
FRI.	9.00P	60	CBS	GD	99	99			B 25.6	40	2145	1716	876	299	966	313	486	443	396	418	492	170	266	240	211	197	90	50	168	101
	9.00 - 9.30								A 24.6	37	2061	1792	866	306	995	369	523	427	364	414	507	187	292	263	216	186	111	47^	179	109
	9.30 - 10.00								A 25.7	39	2154	1721	877	309	985	358	515	434	375	406	496	186	277	253	205	186	96	45^	144	89
DIFF'RENT STROKES-SAT.					14	190	195		A 16.3	27	1366	1997	694	257	797	310	412	310	281	317	503	194	297	257	231	158	248	110	449	321
SAT.	8.00P	30	NBC	CS	93	96			B 14.7	25	1232	1975	715	249	784	253	419	381	328	316	505	165	280	272	243	174	240	129	446	317
DOMESTIC LIFE					3	198	194		A 12.2	18	1022	1821	715	278	817	329	470	357	321	302	521	187	317	277	273	168	229	121	254	174
WED.	8.00P	30	CBS	CS	99	99			B 13.2	20	1106	1790	735	287	837	307	479	386	351	317	548	202	340	312	264	168	198	103	207	143
DUKES OF HAZZARD					14	202			A 17.7	28	1483	2049	628	196	705	213	356	289	299	342	578	172	322	318	295	234	271	142^	495	327
2 FRI.	8.00P	60	CBS	CS	99				B 17.5	29	1467	2014	691	209	767	252	362	316	306	358	578	183	304	270	274	240	164	67	505	294
	8.00 - 8.30								A 17.1	27	1433	2056	611	174	681	198	340	278	300	341	563	168	312	311	290	228	276	144^	536	361
	8.30 - 9.00								A 18.3	28	1534	2035	643	214	726	228	374	295	299	344	590	175	331	322	297	240	264	137^	455	297
DYNASTY					14	202	198		A 25.3	37	2120	1740	818	320	943	362	545	480	390	320	569	243	375	314	237	168	135	77	93	71
WED.	9.00P	60	ABC	GD	99	98			B 24.0	36	2011	1698	853	344	952	356	568	506	413	314	521	219	332	287	219	160	122	74	103	69
	9.00 - 9.30								A 24.7	36	2070	1781	825	317	944	358	538	475	390	328	586	254	392	322	243	170	145	77	106	78
	9.30 - 10.00								A 25.8	38	2162	1701	814	322	944	368	553	483	389	314	553	233	362	308	231	165	123	75	81	62
EMERALD POINT,N.A.S.					13	200	203		A 10.6	16	888	1266	602	171	678	150	264	273	319	354	549	193	287	227	253	229	37^	23^	LT	LT
MON.	10.00P	60	CBS	GD	99	99			B 14.8	23	1240	1478	775	237	874	265	441	402	393	380	493	160	277	245	235	194	78	40	33	20
	10.00 - 10.30								A 10.8	16	905	1250	599	175	675	155	268	275	304	347	537	177	277	236	258	226	33^	19^	LT	LT
	10.30 - 11.00								A 10.4	16	872	1273	599	165	676	142	256	267	333	360	557	207	294	214	247	231	40^	23^	LT	LT
EMPIRE					3	200	194		A 10.1	15	846	1637	691	266	766	301	460	355	318	268	475	159	274	269	260	147	205	110^	191	152
WED.	8.30P	30	CBS	CS	99	99			B 11.4	17	955	1669	705	273	787	300	479	394	341	270	537	197	339	326	260	148	175	91	170	128

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE			AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
															WOMEN					MEN												
															18- 25- 35- 49 54 64 55+					18- 25- 35- 49 54 64 55+												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-25-35-64			55+	TOTAL	18-34	MEN 18-25-35-64			55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
MISSISSIPPI					15	194	193		A 12.2	17	1022	1414	744	188	898	138	229	249	360	598	414	50^	91^	109^	200	281	47^	19^	55^	49^			
TUE. 8.00P 60 CBS GD					96	97		B 13.7	20	1148	1470	768	224	854	157	279	278	378	516	469	91	164	166	217	268	64	30	83	55				
8.00 - 8.30								A 11.7	17	980	1388	731	164	883	130	211	229	345	600	408	48^	87^	104^	189	278	52^	27^	45^	40^				
8.30 - 9.00								A 12.7	18	1064	1430	752	205	906	143	241	264	371	595	419	52^	95^	113	210	283	41^	11^	64^	58^				
MOVIE OF THE WEEK-FRIDAY					8	171		A 12.9	19	1081	1817	780	333	879	268	496	443	475	322	721	200^	374	403	372	271	123^	50^	94^	52^				
1 FRI. 8.00P 120 NBC FF					93			B 12.2	19	1022	1888	691	292	793	296	504	450	368	236	596	236	392	361	273	156	216	99	283	202				
8.00 - 8.30								A 12.2	19	1022	1706	742	333	843	259	449	440	437	314	650	164^	305	322	339	270	137^	45^	76^	40^				
8.30 - 9.00								A 13.2	20	1106	1742	746	342	836	235	434	402	460	326	688	174^	342	360	364	270	119^	53^	99^	66^				
9.00 - 9.30								A 13.5	20	1131	1862	817	319	916	273	542	467	503	328	758	211	404	445	395	275	97^	51^	91^	48^				
9.30 - 10.00								A 12.9	19	1081	1921	798	331	904	301	545	457	488	317	774	247	432	473	379	267	140^	49^	103^	49^				
NBC MONDAY NIGHT MOVIES					14	175	196		A 13.8	20	1156	1644	747	258	793	288	474	488	350	242	641	227	435	409	324	178	130	48^	80^	41^			
MON. 9.00P 120 NBC FF					93	98		B 18.4	28	1542	1621	800	293	898	321	548	492	405	289	504	181	329	301	240	146	140	80	79	47				
9.00 - 9.30								A 13.4	19	1123	1675	731	246	782	293	455	459	320	260	648	233	432	398	316	186	133	51^	112	58^				
9.30 - 10.00								A 13.6	19	1140	1653	754	273	802	305	485	501	348	241	643	248	448	408	311	170	134	58^	74^	28^				
10.00 - 10.30								A 14.1	21	1182	1638	746	259	786	278	473	494	361	231	643	218	436	416	336	179	133	48^	76^	39^				
10.30 - 11.00								A 14.0	22	1173	1608	756	252	799	273	476	491	368	241	627	209	423	412	330	176	121	41^	61^	35^				
NBC NEWS DIGEST-M-F					79	172	174		A 14.2	20	1190	1952	732	276	830	305	496	436	377	273	636	236	404	357	295	195	209	90	277	177			
1 M-TH 8.58P 1 NBC N					85	85		B 13.1	20	1098	1868	681	249	764	247	428	392	357	284	620	222	375	330	280	206	197	90	287	188				
1 FRI. 9.08P 1																																	
2 M-F 8.58P 1																																	
NBC NEWS DIGEST-2-M-F					38	182	170		A 11.9	18	997	1782	772	286	846	333	533	487	382	249	650	280	460	393	294	157	158	70	128	71			
1 TU&TH 9.58P 1 NBC N					89	87		B 12.9	20	1081	1773	755	294	851	330	546	486	381	251	583	239	394	342	263	154	185	103	154	99				
2 MON. 9.49P 1																																	
2 W & F 9.58P 1																																	
NBC NEWS DIGEST-SAT					16	174	176		A 14.2	23	1190	1951	694	255	808	318	451	327	303	303	523	184	308	306	263	164	199	94^	421	302			
SAT. 8.58P 1 NBC N					87	91		B 11.4	19	955	1938	708	250	777	244	432	374	351	300	525	161	289	277	256	188	210	107	426	296				
NBC NEWS DIGEST-2-SAT.					5	172		A 11.8	19	989	1808	796	333	900	320	528	427	400	312	522	202^	322	323	219^	159^	133^	80^	253	202^				
1 SAT. 9.58P 1 NBC N					87			B 9.7	16	813	1910	738	294	831	319	491	418	349	289	617	231	378	357	292	187	178	77	284	229				
NBC NEWS DIGEST-SUN					16	181	170		A 13.3	19	1115	1930	676	297	782	270	438	392	349	288	500	154	309	316	257	153	226	99^	422	287			
SUN. 8.58P 1 NBC N					85	84		B 14.8	21	1240	2044	687	275	776	292	500	451	360	227	648	252	446	393	310	163	232	101	388	251				
NBC NEWS DIGEST-2-SUN.					10	181		A 12.5	19	1048	1952	797	238	889	289	512	507	389	305	454	162^	261	238	201^	152^	328	84^	281	203^				
2 SUN. 9.48P 1 NBC N					91			B 14.1	21	1182	1852	748	297	822	301	525	472	395	243	671	276	474	404	321	154	232	101	127	88				
NBC NIGHTLY NEWS-SAT.					13	154	165		A 7.2	13	603	1522	549	199	612	47^	187^	240	304	372	603	114^	245	253	288	315	221	98^	86^	86^			
SAT. 6.30P 30 NBC N					84	89		B 9.4	18	788	1510	667	211	755	134	272	273	319	438	589	123	259	259	283	293	99	46	67	46				
NBC NIGHTLY NEWS-SUN					5	171		A 5.5	8	461	1306	733	260^	872	115^	256^	321^	442^	507	434^	43^	165^	165^	269^	269^	LT	LT	LT	LT				
2 SUN. 6.30P 30 NBC N					87			B 5.7	9	478	1567	672	244	787	159	271	247	343	439	553	133	258	232	261	268	115	33	112	76				
NBC NIGHTLY NEWS					79	206	206		A 12.0	20	1006	1552	690	215	782	174	346	320	357	380	608	153	294	252	269	284	71	30^	91	51^			
M-F 6.30P 30 NBC N					99	99		B 11.3	20	947	1563	685	235	771	155	319	308	360	400	616	157	285	266	281	289	81	33	95	62				
NBC SUN NIGHT MOVIE SPEC.(S)					186			A 12.8	18	1073	2003	622	305	775	252	426	396	331	285	525	206^	325	359	249	140^	279	165^	424	296				
2 SUN. 7.00P 120 NBC FF					96																												
7.00 - 7.30								A 8.6	13	721	1903	681	347	811	189^	421	424	411	307^	515	199^	300^	337	252^	142^	248^	204^	329	256^				
7.30 - 8.00								A 11.9	17	997	2041	648	321	778	206^	409	404	378	290	590	245	373	417	269	145^	288	192^	385	291				
8.00 - 8.30								A 14.5	21	1215	2092	614	284	780	286	433	393	302	291	515	192	318	357	260	141^	298	168^	499	332				
8.30 - 9.00								A 16.1	23	1349	1956	583	291	753	291	434	384	282	262	487	196	307	328	215	129^	274	122^	442	289				

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																		
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11																
EVENING CONT'D																																											
NBC SUNDAY NIGHT MOVIE																			12	199	A 14.2	22	1190	1899	719	246	834	281	490	458	363	281	479	188^	306	253	213	140^	332	97^	254	174^	
2 SUN. 9.00P 120 NBC FF																			98		B 17.0	26	1425	1823	729	281	810	299	524	476	392	232	694	286	495	421	333	155	190	84	129	82	
9.00 - 9.30																					A 13.4	19	1123	1973	684	246	778	276	446	416	334	281	515	178^	320	286	228	170^	282	91^	398	256	
9.30 - 10.00																					A 14.3	21	1198	1983	764	237	868	275	507	486	401	291	496	178^	295	254	229	159^	356	94^	263	182^	
10.00 - 10.30																					A 14.6	23	1223	1851	704	255	831	276	500	462	362	267	464	202	307	244	196	124^	358	108^	198	131^	
10.30 - 11.00																					A 14.3	25	1198	1814	731	251	860	299	510	466	354	289	448	196	303	231	197	114^	338	95^	168^	132^	
NEW SHOW																			3	198	A 8.4	14	704	1820	667	307	736	341	495	396	307	201	688	326	475	484	291	157^	220	82^	176	112^	
FRI. 10.00P 60 NBC GV																			98	99	B 8.8	15	737	1880	644	379	745	352	538	449	323	166	707	361	536	524	296	124	242	115	186	112	
10.00 - 10.30																					A 9.1	15	763	1797	647	294	724	334	494	403	309	192	696	317	482	499	302	155	198	78^	179	113^	
10.30 - 11.00																					A 7.8	13	654	1809	675	312	736	340	486	384	300	208	664	330	456	456	269	157^	241	84^	168^	110^	
NEWSHART																			12	199	A 16.0	23	1341	1562	675	238	772	203	350	353	351	350	638	223	351	311	300	235	99	38^	53^	29^	
MON. 9.30P 30 CBS CS																			99	99	B 18.5	27	1550	1635	750	253	830	274	448	413	363	332	582	214	353	320	275	195	132	63	91	50	
NEWSBREAK-M-F																			80	181	A 14.4	21	1207	1780	743	262	826	254	402	372	367	363	565	182	319	294	290	203	162	70	227	144	
M-F 8.58P 1 CBS N																			89	88	B 15.7	23	1316	1789	752	249	830	252	413	381	358	365	556	186	313	283	257	209	144	67	259	164	
NEWSBREAK-SAT.																			15	183	A 8.8	14	737	1927	685	250	765	239	472	416	412	259	679	307	442	398	298	180	162	51^	321	154^	
1 SAT. 8.58P 1 CBS N																			92	87	B 10.8	18	905	1991	728	239	810	287	462	420	354	290	611	251	398	364	281	173	180	82	390	230	
2 SAT. 8.28P 1																																											
NEWSBREAK-SUN.																			16	178	A 23.1	33	1936	1779	767	291	841	222	409	383	420	350	694	203	381	386	368	254	86	47^	158	80	
1 SUN. 8.58P 1 CBS N																			91	94	B 17.9	26	1500	1688	773	300	850	227	391	375	394	393	572	167	282	275	275	236	106	60	160	106	
2 SUN. 9.42P 2																																											
NIGHT COURT																			3	195	A 14.7	22	1232	1752	778	269	857	315	543	454	391	270	527	183	343	345	262	147	246	109	122	63^	
WED. 9.30P 30 NBC CS																			98	91	B 15.4	23	1291	1810	764	284	846	314	536	458	387	266	556	208	377	350	281	141	273	134	135	74	
OH MADELINE																			14	200	A 14.9	22	1249	1593	726	249	798	263	478	419	368	276	517	174	313	304	234	165	185	125	93^	66^	
TUE. 9.30P 30 ABC CS																			98	98	B 15.5	23	1299	1690	700	285	795	313	518	438	357	225	524	212	335	311	233	137	214	142	157	108	
ONE DAY AT A TIME																			10	192	A 17.8	26	1492	1943	790	339	934	315	431	384	384	377	502	111^	195	255	243	247	201	127^	306	143^	
1 SUN. 8.30P 30 CBS CS																			97		B 17.6	26	1475	1711	792	317	880	257	413	383	382	401	517	162	245	228	223	228	137	84	177	114	
PAID POLITICAL BROADCAST(S)																			194		A 5.2	8	436	1603	657	165^	682	192^	357^	346^	378^	232^	686	255^	350^	335^	340^	261^	131^	49^	104^	56^	
2 SAT. 8.30P 30 CBS P																			98																								
POOR RICHARD(S)																			192		A 9.0	15	754	1806	713	256^	737	258^	490	421	445	202^	735	304^	468	419	368	207^	112^	69^	222^	153^	
2 SAT. 8.00P 30 CBS CS																			97																								
REAL PEOPLE																			15	201	A 15.6	23	1307	1870	768	272	901	263	450	414	395	383	541	152	277	245	247	236	268	130	160	95	
WED. 8.00P 60 NBC PV																			98	98	B 15.9	25	1332	1680	697	236	780	207	350	336	348	372	574	156	282	261	254	258	170	96	156	92	
8.00 - 8.30																					A 15.1	23	1265	1855	754	261	887	243	425	396	403	392	556	159	285	248	256	241	262	132	150	98	
8.30 - 9.00																					A 16.0	23	1341	1887	788	283	919	285	479	427	389	379	529	147	268	243	236	231	270	125	169	92	
REMINGTON STEELE																			2	203	A 16.0	26	1341	1703	694	274	777	336	516	462	354	211	753	352	547	434	329	169	99	46^	74^	42^	
TUE. 10.00P 60 NBC PD																			99	98	B 16.0	26	1341	1703	694	274	777	336	516	462	354	211	753	352	547	434	329	169	99	46	74	42	
10.00 - 10.30																					A 16.0	26	1341	1696	681	261	760	331	502	448	342	205	753	356	541	427	319	172	104	48^	79^	47^	
10.30 - 11.00																					A 15.9	27	1332	1710	710	284	792	340	532	473	364	216	749	347	549	442	337	164	98	45^	71^	41^	
RIPTIDE																			3	203	A 19.4	28	1626	1766	639	274	725	270	462	419	376	213	768	320	569	480	365	168	132	45^	141	81	
TUE. 9.00P 60 NBC PD																			99	98	B 20.9	31	1751	1840	680	272	749	271	486	447	377	221	828	360	598	510	365	179	159	39	104	57	
9.00 - 9.30																					A 19.7	28	1651	1789	655	278	739	269	462	426	386	225	755	315	559	478	358	166	127	45^	168	94	
9.30 - 10.00																					A 19.1	28	1601	1736	624	271	713	272	461	413	365	203	778	325	577	480	371	168	131	46^	114	67^	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #		DAY		START TIME		DUR		NET TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. SHARE %		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
											AVG. AUD. SHARE %	AVG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2				TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11	
EVENING CONT'D																													
20/20							16	200	201		A	15.0	24	1257	1537	720	279												
THU.		10.00P	60	ABC	DN		99	99			B	14.0	23	1173	1522	707	267												
10.00 - 10.30											A	15.4	24	1291	1539	703	271												
10.30 - 11.00											A	14.6	24	1223	1520	731	283												
WE GOT IT MADE							3	185	182		A	13.2	21	1106	1902	705	276												
SAT.		9.00P	30	NBC	CS		93	95			B	12.6	20	1056	1940	705	277												
WEBSTER							15	198	196		A	19.5	30	1634	1785	762	305												
FRI.		8.30P	30	ABC	CS		97	97			B	17.2	28	1441	1775	760	305												
WHIZ KIDS							2	190			A	11.2	18	939	1915	642	253												
1 SAT.		8.00P	60	CBS	A		96				B	10.7	17	897	2034	698	226												
8.00 - 8.30											A	11.3	18	947	1841	597	230												
8.30 - 9.00											A	11.2	18	939	1963	677	270												
YELLOW ROSE							12	198	191		A	11.7	21	980	1615	756	271												
SAT.		10.00P	60	NBC	GD		95	96			B	10.4	18	872	1578	704	260												
10.00 - 10.30											A	11.6	20	972	1653	770	272												
10.30 - 11.00											A	11.7	21	980	1579	751	269												
LATE FRINGE																													
ABC NEWS:NIGHTLINE							64	179	181		A	5.4	16	453	1305	610	206												
1 M-F		11.30P	60	ABC	N		94	94			B	5.0	15	419	1292	587	212												
2 MON.		11.39P	60								A	6.6	17	553	1356	637	224												
2 TUEF		11.30P	60								A	4.2	14	352	1250	582	184												
11.30 - 12.00											A	3.1	14	260	1358	524	278												
12.00 - 12.30																													
12.30 - 1.00																													
ABC WEEKEND REPORT-SAT.							15		159		A	5.4	11	453	1013	414	115												
2 SAT.		11.00P	15	ABC	N			88			B	5.3	11	444	1215	555	223												
ABC WEEKEND REPORT-SUN.							16	166	164		A	3.5	9	293	1154	535	92												
1 SUN.		11.35P	15	ABC	N		90	90			B	4.4	11	369	1222	544	161												
2 SUN.		11.29P	15																										
ABC WEEKEND REPORT-SAT(B)							120				A	4.3	8	360	1328	685	321												
1 SAT.		11.00P	15	ABC	N		70																						
CBS NEWS NIGHTWATCH-1							78	72	66		A	1.6	18	134	761	343	172												
M-THSU		2.00A	30	CBS	N		68	64			B	1.5	18	126	750	341	103												
CBS NEWS NIGHTWATCH-2							80	104	103		A	1.3	25	109	679	368	74												
M-THSU		2.30A	210	CBS	N		88	89			B	1.3	25	109	674	304	82												
2.30 - 3.00											A	1.8	24	151	815	377	113												
3.00 - 3.30											A	1.5	24	126	802	398	48												
3.30 - 4.00											A	1.3	25	109	716	403	55												
4.00 - 4.30											A	1.2	26	101	624	356	81												
4.30 - 5.00											A	1.0	23	84	643	381	81												
5.00 - 5.30											A	1.0	23	84	429	281	71												
5.30 - 6.00											A	1.1	23	92	457	218	87												
CBS SUNDAY NEWS-0500D							16	133	118		A	6.1	13	511	1215	636	147												
CONT'D																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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2ND JAN. 1984 REPORT

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WK # DAY		START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOMEN	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

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PROGRAM NAME		WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																														
															TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL FEM.		TEENS (12-17)		CHILDREN (2-11)								
WEEKEND DAYTIME CONT'D																																													
ABC WIDE WORLD-SPC-CONT'D																																													
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																					
WK # DAY		START TIME		DUR		NET		PROG TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. SHARE % (0.000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																			
																						TOTAL		18-34		WOMEN 18-49		25-54		35-64		55+		TOTAL		18-34		WOMEN 18-49		25-54		35-64		55+		TOTAL		FEM.		TOTAL		6-11	
WEEKEND DAYTIME CONT'D																																																					
CBS CHILDREN'S FILM FEST. SAT. 1.30P 30 CBS CL 128 145 63 77																																																					
CBS NCAA BASKETBALL-SAT 1 SAT. 2.00P 120 CBS SE 5 192 97																																																					
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CHARLIE BROWN&SNOOPY SHOW SAT. 10.30A 30 CBS CA 18 202 202 99 99																																																					
DUNGEONS AND DRAGONS SAT. 9.30A 30 CBS CA 18 196 195 97 98																																																					
FACE THE NATION SUN. 10.30A 30 CBS CC 18 148 122 90 79																																																					
FLINTSTONE FUNNIES SAT. 8.00A 30 NBC CA 18 194 198 97 97																																																					
IN THE NEWS- 8.26AM SAT. 8.26A 3 CBS CN 18 184 179 95 88																																																					
IN THE NEWS- 9.56AM SAT. 9.56A 3 CBS CN 18 197 196 98 98																																																					
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11						
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS-		12.56PM				9	156	175	A	6.4	18	536	1948	442	102^	507	302	403	349	131^	92^	403	210^	321	227	139^	82^	296	127^	742	354		
SAT.		12.56P	3	CBS	CN		75	86	B	6.0	18	503	1759	381	139	425	214	294	215	134	119	390	209	279	201	128	100	262	108	682	378		
IN THE NEWS-		1.26PM				8	144	163	A	5.5	15	461	2041	517	230^	549	316	361	287	161^	125^	392	182^	290	217^	210^	102^	274	166^	826	514		
SAT.		1.26P	3	CBS	CN		72	86	B	4.9	14	411	1673	387	177	427	213	283	219	142	109	328	160	249	213	156	67	176	109	742	424		
IN THE NEWS-		10.56AM				18	201	200	A	5.2	16	436	1553	390	172^	406	199^	280	211^	143^	117^	319	173^	238^	209^	88^	69^	172^	87^	656	383		
SAT.		10.56A	3	CBS	CN		99	99	B	5.0	17	419	1752	337	135	383	189	259	180	135	112	316	191^	254	189	95	53	297	120	756	446		
IN THE NEWS-		11.26AM				14	196	191	A	3.8	11	318	1604	476	183^	514	226^	315^	308^	183^	148^	324^	132^	252^	233^	143^	49^	240^	175^	526	315^		
SAT.		11.26A	3	CBS	CN		98	97	B	3.7	12	310	1586	378	145	433	170	246	199	161	163	331	219	255	187	71	57	210	102	612	328		
LITTLES						18	198	200	A	7.2	23	603	1896	357	145^	413	190^	362	271	199	34^	258	131^	258	186^	127^	LT	276	101^	949	618		
SAT.		10.30A	30	ABC	CA		98	99	B	6.0	21	503	1741	221	97	258	133	197	144	92	56	167	80	143	106	75	23	331	155	985	635		
MEET THE PRESS						16	131	132	A	2.1	6	176	1642	575^	251^	643^	211^	211^	205^	146^	416^	659^	319^	386^	300^	243^	273^	27^	LT	313^	228^		
1 SUN.		12.00N	30	NBC	CC		86	81	B	2.7	8	226	1193	410	161	478	97	151	175	195	294	549	155	267	249	250	258	21	LT	145	118		
2 SUN.		11.30A	30																														
MENUDO-8:25AM						17	183		A	4.2	23	352	1290	230^	230^	230^	142^	213^	213^	88^	17^	324^	190^	250^	233^	134^	17^	LT	LT	736	325^		
1 SAT.		8.25A	4	ABC	CN		93		B	3.5	20	293	1771	287	156	306	154	223	186	104	74	237	122	193	163	92	37	217	77	1011	672		
MENUDO-10:25AM						18	199	200	A	6.5	22	545	1813	241	124^	281	146^	247	156^	135^	34^	198^	67^	179^	112^	131^	19^	336	165^	998	672		
SAT.		10.25A	4	ABC	CN		99	99	B	6.3	23	528	1801	216	90	245	136	183	128	74	56	180	90	151	99	80	27	319	163	1057	677		
MENUDO-11:55AM						1	200		A	6.5	19	545	1662	237^	96^	264^	168^	233^	148^	65^	31^	214^	74^	214^	214^	140^	LT	435	218^	749	452		
2 SAT. 11.55A 4 ABC CN 99 B 6.5 19 545 1662 237 96 264 168 233 148 65 31 214 74 214 214 140 11 435 218 749 452																																	
MR. T						18	204	203	A	9.5	29	796	1795	340	106^	357	197	310	226	144^	47^	249	142^	192	167	88^	44^	279	137^	910	545		
SAT.		11.00A	30	NBC	CA		98	98	B	8.5	28	712	1839	297	114	327	189	257	187	107	57	235	134	186	145	79	42	330	146	947	524		
MONCHICHIS						17	194		A	4.6	21	385	1699	215^	156^	215^	96^	151^	123^	90^	64^	235^	63^	196^	133^	146^	39^	137^	91^	1112	701		
1 SAT.		9.00A	30	ABC	CA		98		B	4.9	22	411	1686	197	84	246	128	175	129	71	66	145	83	127	87	55	17	240	105	1055	664		
MONCHICHIS						1	190		A	2.9	20	243	1848	136^	LT	136^	36^	36^	36^	LT	100^	164^	103^	103^	103^	LT	61^	251^	86^	1297	1055		
2 SAT.		8.00A	30	ABC	CA		95		B	2.9	20	243	1848	136	LT	136	36	36	36	LT	100	164	103	103	103	LT	61	251	86	1297	1055		
NBA ON CBS						1	184		A	6.7	16	561	1469	297^	107^	309^	103^	184^	191^	150^	103^	724	229^	506	440	398^	193^	212^	65^	224^	145^		
1 SUN.		1.00P	150	CBS	SE		94		B	6.7	16	561	1469	297	107	309	103	184	191	150	103	724	229	506	440	398	193	212	65	224	145		
1.00 - 1.30									A	5.8	15	486	1693	294^	111^	316^	93^	181^	193^	166^	105^	884	291^	671	573	496	197^	260^	99^	233^	89^		
1.30 - 2.00									A	6.5	16	545	1516	283^	108^	301^	85^	175^	196^	155^	105^	764	228^	520	461	424	215^	245^	85^	206^	150^		
2.00 - 2.30									A	6.6	16	553	1499	327^	128^	345^	122^	222^	225^	169^	106^	706	219^	507	432	393^	178^	204^	57^	244^	181^		
2.30 - 3.00									A	7.5	18	629	1385	262^	108^	271^	114^	183^	177^	114^	70^	664	194^	460	413	378	179^	207^	49^	243^	166^		
3.00 - 3.30									A	7.3	17	612	1252	303^	74^	303^	91^	154^	163^	144^	129^	615	222^	401	340^	309^	188^	143^	41^	191^	125^		
NCAA BASKETBALL GAME-SUN						1	187		A	4.0	10	335	1301	254^	68^	266^	36^	68^	80^	101^	180^	936	348^	542^	540^	443^	295^	42^	LT	57^	50^		
2 SUN.		12.00N	122	NBC	SE		94		B	4.0	10	335	1301	254	68	266	36	68	80	101	180	936	348	542	540	443	295	42	LT	57	50		
12.00 - 12.30									A	3.7	10	310	1413	226^	58^	290^	58^	58^	36^	48^	232^	1123	335^	613^	658^	666^	384^	LT	LT	LT	LT		
12.30 - 1.00									A	3.9	10	327	1141	205^	55^	205^	34^	52^	52^	67^	153^	863	277^	521^	606^	437^	257^	45^	LT	28^	28^		
1.00 - 1.30									A	3.8	10	318	1208	254^	63^	254^	25^	63^	75^	123^	179^	824	292^	431^	453^	359^	277^	51^	LT	79^	79^		
1.30 - 2.00									A	4.6	11	385	1397	291^	78^	291^	23^	75^	122^	141^	169^	933	456^	582^	457^	330^	278^	62^	LT	111^	92^		
NCAA BASKETBALL-NAT'L						3	169	165	A	3.4	9	285	1214	319^	55^	333^	38^	108^	164^	197^	165^	765	383^	524	417	260^	221^	35^	28^	81^	29^		
1 SAT.		2.30P	129	NBC	SE		90	88	B	3.9	10	327	1288	343	109	352	68	121	163	200	159	757	397	545	422	220	197	111	16	68	37		
2 SAT.		3.19P	104																														
2.30 - 3.00									A	2.5	7	210	1076^	257^	71^	257^	28^	66^	119^	229^	138^	442^	190^	214^	238^	186^	204^	48^	LT	329^	209^		
CONT'D																																	

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																
						AVG. AUD. SHARE %	AVG. AUD. (0,000) %	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL													
WEEKEND DAYTIME CONT'D																																								
NCAA BASKETBALL-NA-CONT'D																																								
		3.00 -	3.30					A	3.1	8	260	1127	296^	35v	308^	43v	85v	131^	172^	161^	685	331^	430^	343^	262^	239^	23v	23v	111v	LT										
		3.30 -	4.00					A	3.2	8	268	1414	426^	56v	426^	32v	148^	246^	280^	180^	838	442	588	444	269^	230^	60v	60v	90v	LT										
		4.00 -	4.30					A	3.7	9	310	1194	298^	52v	340^	59v	101^	146^	158^	194^	819	423	590	477	284^	203^	15v	LT	20v	LT										
		4.30 -	5.00					A	4.1	9	344	1192	285^	69v	311^	26v	107^	156^	174^	155^	817	383	563	460	263^	224^	38v	35v	26v	21v										
NCAA BASKETBALL-REG'L															1	177	A	4.6	12	385	1236	252^	54v	314^	114v	205^	137v	127v	94v	703	262^	422^	382^	309^	257^	154v	34v	65v	21v	
2 SAT. 1.00P 137 NBC SE																90	B	4.6	12	385	1236	252	54	314	114	205	137	127	94	703	262	422	382	309	257	154	34	65	21	
		1.00 -	1.30					A	4.3	12	360	1492	296^	100v	357^	140v	261^	158v	182^	96v	681	194^	371^	391^	367^	248^	298^	102v	156v	47v										
		1.30 -	2.00					A	4.4	12	369	1417	301^	76v	347^	122v	249^	160v	152v	98v	717	250^	371^	357^	316^	292^	230^	67v	123v	19v										
		2.00 -	2.30					A	4.7	12	394	1061	178^	LT	269^	139v	188^	84v	49v	81v	698	261^	442^	405^	300^	256^	94v	LT	LT	LT										
		2.30 -	3.00					A	4.9	13	411	1107	229^	30v	306^	102v	194^	146^	122v	82v	703	246^	430^	389^	318^	273^	81v	LT	17v	17v										
		3.00 -	3.30					A	4.5	11	377	1088	264^	80v	298^	58v	101v	128v	125v	136v	711	369^	493^	323^	231^	218^	60v	LT	19v	19v										
NEW FAT ALBERT SHOW															7	162	A	5.6	15	469	2094	654	291^	681	432^	467^	383^	190^	143^	350^	55v	212^	212^	274^	138^	136^	105v	927	552	
2 SAT. 1.00P 30 CBS CA																86	B	5.0	15	419	1623	391	179	436	222	294	217	138	112	317	136	226	209	158	80	160	103	710	394	
NEW FAT ALBERT SHOW(B)															140		A	6.0	16	503	1879	339^	149^	380^	203^	292^	188^	105v	88v	395^	299^	376^	229^	96v	19v	374^	143^	730	462	
1 SAT. 1.00P 30 CBS CA																70																								
NEW SCOOPY & SCRAPPY DOO															1	200	A	5.1	22	427	2328	256^	LT	293^	251^	251^	61v	42v	42v	133v	133v	133v	74v	LT	LT	480^	250^	1422	1147	
2 SAT. 9.00A 30 ABC CA																99	B	5.1	22	427	2328	256	LT	293	251	251	61	42	42	133	133	133	74	LT	LT	480	250	1422	1147	
ONE TO GROW ON-8:28AM															5	197	A	4.7	30	394	2589	436^	123v	474^	174^	329^	290^	243^	145v	292^	173^	173^	248^	119v	LT	503^	280^	1320	947	

2 SAT.	8.28A	2 NBC CN	96	B	4.2 27	352	1977	280 100	305 133	237 209	152 52	253 167	198 202	86 11	302 115	1117	701
ONE TO GROW ON-8:58AM SAT.	8.58A	2 NBC CN	18 200 202 98 98	A	4.9 23	411	1939	331 153^	380 179^	278^195^	166^ 97^	204^149^	149^150^	33v 37v	210^101^	1145	705
				B	4.6 23	385	1730	272 127	296 173	234 179	104 46	164 116	128 108	36 29	196 116	1074	593
ONE TO GROW ON-10:28AM			16 209	A	9.7 31	813	2232	466 177^	547 266^	484 374	256^ 63v	270^151^	227^169^	119^ 32v	369 199^	1046	631
2 SAT.	10.28A	2 NBC CN	99	B	9.0 32	754	1860	313 143	353 187	282 218	136 52	219 148	184 138	58 24	325 146	963	546
ONE TO GROW ON-10:58AM SAT.	10.58A	2 NBC CN	18 198 199 97 97	A	8.9 27	746	1776	279 92^	330 206	305 202	124^ 25v	227 149^	172 149^	67^ 39v	289 148^	930	568
				B	8.1 27	679	1825	286 118	327 186	256 188	106 57	224 140	177 140	64 33	298 139	976	558
ONE TO GROW ON-12:28PM			4 166	A	5.9 16	494	2103	436^127^	456^128^	286^230^	206^170^	360^168^	290^257^	192^ 44v	478 268^	809	450^
2 SAT.	12.28P	2 NBC CN	86	B	5.9 18	494	1890	319 130	361 112	233 191	151 126	242 111	206 179	125 29	390 157	897	510
PAC-MAN SAT.	9.30A	30 ABC CA	18 199 200 99 99	A	5.1 19	427	2016	356 133^	381 165^	294 195^	202^ 87^	149^ 60v	121^105^	79^ 28v	273^164^	1213	806
				B	5.4 21	453	1763	239 88	264 128	194 150	90 65	165 83	134 106	68 28	234 133	1100	694
PLASTICMAN SAT.	10.00A	30 CBS CA	12 198 196 99 98	A	5.0 17	419	1766	327 150^	348 244^	244^145^	44v 95^	401 253^	300 265^	93^ 90^	184^ 69v	833	519
				B	4.5 16	377	1768	321 137	373 209	271 177	110 90	281 155	216 167	92 58	250 78	864	502
PRO BOWLERS FOUR			3 165 165	A	7.4 17	620	1274	557 124^	574 156^	237 235	257 311	560 121^	279 275	260 266	65^ 13v	75^	44v
1 SAT.	3.30P	94 ABC SE	88 89	B	7.3 18	612	1292	520 104	550 128	232 239	257 290	575 146	312 314	267 240	89 13	77	45
2 SAT.	3.00P	90															
3.00 - 3.30				A	5.6 14	469	1369	523 82v	544 178^	262^233^	210^282^	724 168^	459^432^	339^265^	LT LT	101v	62v
3.30 - 4.00				A	6.9 17	578	1349	512 104^	542 162^	233 217	229 297	572 143^	293 279	251 270	160^ 29v	75^	52^
4.00 - 4.30				A	8.2 19	687	1266	607 153^	624 171	257 248	274 332	558 130^	267 273	250 261	11v 11v	73^	41v
4.30 - 5.00				A	8.3 18	696	1138	587 136^	587 113^	201^250^	311^337	434 34v	164^164^	231^270^	54v LT	63v	25v
PUPPY-FURTHER ADVENTURES SAT.	11.00A	30 ABC CA	18 197 196 96 96	A	7.3 22	612	1922	251 113^	273 173^	273 190^	100^ LT	313 261	313 163^	52^ LT	381 152^	955	620
				B	6.2 21	520	1731	259 118	308 177	253 171	102 45	274 187	243 146	73 26	267 163	882	546

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
													WOMEN					MEN											
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																													
VOLVO MASTERS TENN-CONT'D																													
2.00 - 2.30													A	5.9	14	494	1484	420^111v	420^ 86v	153^204^	254^130^	653	458^	496	113v	172^117v	276^ 73v	135^	LT
2.30 - 3.00													A	5.3	13	444	2061	728 137^	728 280^	369^426^	347^172^	1037	780	866	195^	243^126v	183^118v	113v	LT
3.00 - 3.30													A	4.4	10	369	1669	625 46v	663 249^	293^281^	284^210^	831	418^	609^335^	388^187^	120v	LT	55v	LT
VOTING FOR DEMOCRACY(S)																													
2 SUN. 12.30P 60 ABC DN													164	A	2.8	7	235	1698	770^251v	868^230v	413^290^	203v455^	830^195v	348^396^	286^434^	LT	LT	LT	LT
12.30 - 1.00													88	A	2.8	7	235	1579	728^226v	834^212v	400^246v	226v434^	745^161v	311^367^	299^378^	LT	LT	LT	LT
1.00 - 1.30														A	2.8	7	235	1787	804^264^	889^242v	417^327^	175v472^	898^230v	378^416^	259^482^	LT	LT	LT	LT

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 9, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,500 18.5				34,110 40.7				ABC MONDAY NIGHT MOVIE SOMETHING ABOUT AMELIA (SD)							
	ABC TV	THAT'S INCREDIBLE (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	11,060 13.2				26,730 31.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19	18 *			13.8 *	19 *	46	40 *	31.6 *	45 *	33.5 *	49 *	33.7 *	52 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,520 22.1				15,170 18.1				13,990 16.7		10,640 12.7					
	CBS TV	SCARECROW & MRS. KING (SD)				AFTERMASH		NEWHART		EMERALD POINT, N.A.S.							
	AVERAGE AUDIENCE (Households (000) & %)	14,670 17.5				13,580 16.2				12,320 14.7		8,130 9.7					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25	25 *			17.8 *	25 *	22	21	15	15 *	9.9 *	15 *	9.4 *	15 *		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	26,650 31.8				16,840 20.1				NBC MONDAY NIGHT MOVIES INVASION FORCE							
	NBC TV	TV BLOOPERS & PRAC. JOKES (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	20,950 25.0				10,480 12.5				12.0 *		12.1 *		13.0 *		12.8 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	35	36 *			35 *	18	17 *		17 *		19 *		20 *		20 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	16,090 19.2				12,050 14.2				AMERICAN MUSIC AWARDS (9:00-11:00PM) (SD) (COP)							
	ABC TV	THAT'S INCREDIBLE (SUS-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	12,230 14.6				22,960 27.4				26.7 *		30.0 *		28.9 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	21	20 *			22 *	41	35 *		38 *		45 *		46 *		46 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	18,100 21.6				16,680 19.9				16,340 19.5		12,650 15.1					
	CBS TV	SCARECROW & MRS. KING (SD)				AFTERMASH		NEWHART		EMERALD POINT, N.A.S.							
	AVERAGE AUDIENCE (Households (000) & %)	15,000 17.9				14,830 17.7				14,500 17.3		9,640 11.5		11.7 *		11.3 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25	25 *			18.6 *	25	25		25		18	17 *	18 *		18 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	20,530 24.5				18,860 22.5				NBC MONDAY NIGHT MOVIES A MATTER OF SEX (SD)							
	NBC TV	TV BLOOPERS & PRAC. JOKES (SD)															
	AVERAGE AUDIENCE (Households (000) & %)	16,090 19.2				12,570 15.0				15.0 *		15.2 *		15.2 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27	28 *			28 *	22	21 *		21 *		23 *		24 *		24 *	

TV HOUSEHOLDS USING TV WK. 1	63.8	65.1	66.0	67.4	68.8	70.0	71.5	72.2	72.0	72.4	71.4	70.7	68.7	67.2	65.7	63.2
(See Def. 1) WK. 2	65.9	67.4	67.5	68.6	68.5	69.9	71.3	72.0	71.1	71.6	70.8	70.3	67.5	66.3	64.3	62.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE. MON. JAN. 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.10, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

TV HOUSEHOLDS USING TV WK. 1	64.5	65.6	67.2	68.2	69.2	70.8	71.4	70.9	70.3	70.2	68.6	67.9	63.5	62.3	60.9	59.1
(See Def. 1) WK. 2	63.1	64.1	65.5	67.5	69.3	71.2	71.5	72.0	70.7	70.5	69.1	67.0	63.0	60.9	59.2	57.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.TUE. JAN.17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.11, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	22,540 26.9				25,480 30.4				22,710 27.1							
	ABC TV	FALL GUY (SD)				DYNASTY (SD)				HOTEL							
	AVERAGE AUDIENCE (Households (000) & %)	17,350 20.7				21,540 25.7				19,270 23.0							
	SHARE OF AUDIENCE %	31				33 *				38				37 *			
W E E K 2	AVG. AUD. BY ¼ HR. %	18.1				22.2 *				26.6 *				23.0 *			
	TOTAL AUDIENCE (Households (000) & %)	12,070 14.4				9,640 11.5				15,840 18.9							
	CBS TV	DOMESTIC LIFE				EMPIRE (SD)				CBS WEDNESDAY NIGHT MOVIE MODERN PROBLEMS							
	AVERAGE AUDIENCE (Households (000) & %)	10,140 12.1				8,460 10.1				8,800 10.5				11,270 13.7			
W E E K 3	SHARE OF AUDIENCE %	18				15				15 *				18 *			
	AVG. AUD. BY ¼ HR. %	12.3				12.0				9.8				11.0			
	TOTAL AUDIENCE (Households (000) & %)	15,920 19.0				16,510 19.7				15,420 18.4				14,670 17.5			
	NBC TV	REAL PEOPLE (SD)				FACTS OF LIFE				NIGHT COURT				ST. ELSEWHERE			
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	11,650 13.9				14,160 16.9				13,490 16.1				11,820 14.1			
	SHARE OF AUDIENCE %	21				21 *				24				23 *			
	AVG. AUD. BY ¼ HR. %	13.5				13.8				16.0				14.2			
	TOTAL AUDIENCE (Households (000) & %)	18,440 28.0				20,080 29.9				21,030 29.1							
W E E K 5	ABC TV	FALL GUY (SD)				DYNASTY (SD)				HOTEL							
	AVERAGE AUDIENCE (Households (000) & %)	18,270 21.8				20,780 24.8				18,440 22.0							
	SHARE OF AUDIENCE %	32				34 *				36				35 *			
	AVG. AUD. BY ¼ HR. %	19.3				23.2				25.3				22.3			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	12,230 14.6				9,300 11.1				17,600 21.0							
	CBS TV	DOMESTIC LIFE				EMPIRE (SD)				CBS WEDNESDAY NIGHT MOVIE CARBON COPY							
	AVERAGE AUDIENCE (Households (000) & %)	10,220 12.2				8,380 10.0				10,810 12.9				13,770 16.7			
	SHARE OF AUDIENCE %	18				14				17 *				22 *			
W E E K 7	AVG. AUD. BY ¼ HR. %	12.2				10.2				12.1				13.7			
	TOTAL AUDIENCE (Households (000) & %)	18,520 22.1				15,250 18.2				12,820 15.3				12,910 15.4			
	NBC TV	REAL PEOPLE (SD)				FACTS OF LIFE				NIGHT COURT (SD)				ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)	14,410 17.2				13,410 16.0				11,150 13.3				10,390 12.4			
W E E K 8	SHARE OF AUDIENCE %	25				25 *				20				20 *			
	AVG. AUD. BY ¼ HR. %	16.3				16.9				13.1				12.4			
	TOTAL AUDIENCE (Households (000) & %)	62.7				64.0				64.7				65.7			
	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)	65.1				66.8				66.5				67.3			

U.S. TV Households: 83,800,000

For explanation of symbols, see page A

EVE.WED. JAN.18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.12, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,670 18.7				12,400 14.8				16,760 20.0			
	ABC TV						AUTOMAN				MASQUERADE (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						11,560 13.8	13.7*		14.0*	9,550 11.4	11.2*		11.7*	13,160 15.7		16.2*	15.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 13.9	21 *	21 *	21 *	17 11.3	17 *	11.6	18 *	26 16.1	26 *	26 *	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,960 26.2				24,550 29.3				20,870 24.9			
	CBS TV						MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)						18,020 21.5	20.7*		22.3*	20,200 24.1	23.0*		25.3*	17,430 20.8	20.7*		20.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 19.8	31 *	33 *	33 *	37 22.6	35 *	25.1	39 *	34 20.6	33 *	35 *	35 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,410 17.2		15,080 18.0		16,340 19.5		12,570 15.0		17,930 21.4			
	NBC TV						GIMME A BREAK		FAMILY TIES (SD)		CHEERS		BUFFALO BILL (SD)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)						12,400 14.8		13,490 16.1		14,500 17.3		11,060 13.2		14,830 17.7	17.4*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 14.3	24	24	26	26 17.4	20	20	29	29 17.1	28 *	28 *	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,490 16.1				12,820 15.3				15,040 18.9			
	ABC TV						AUTOMAN (SUS-SD)				MASQUERADE (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						9,970 11.9	11.6*		12.3*	9,550 11.4	10.8*		12.0*	11,980 14.3	14.6*		13.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 11.4	17 *	18 *	18 *	17 10.9	16 *	11.7	18 *	23 14.5	23 *	23 *	22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						24,640 29.4				23,880 28.5				20,110 24.0			
	CBS TV						MAGNUM, P.I. (SD)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)						19,440 23.2	22.6*		23.7*	20,200 24.1	23.3*		24.8*	17,510 20.9	20.9*		20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 22.1	33 *	35 *	35 *	35 22.6	34 *	24.7	36 *	33 20.9	32 *	34 *	34 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,000 17.9		14,670 17.5		17,930 21.4		13,490 16.1		17,850 21.3			
	NBC TV						GIMME A BREAK		FAMILY TIES (SD)		CHEERS		BUFFALO BILL		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)						13,240 15.8		13,410 16.0		15,500 18.5		11,980 14.3		14,920 17.8	17.4*		18.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 15.5	23	23	27	27 18.6	21	14.5	28	28 17.1	27 *	29 *	29 *
TV HOUSEHOLDS USING TV		WK. 1	62.0	62.9	64.0	64.4	66.1	66.5	67.0	67.7	66.8	66.4	64.9	64.1	62.5	61.7	60.7	58.6
(See Def. 1)		WK. 2	63.9	65.2	65.7	66.7	67.3	68.2	68.2	68.8	68.8	69.5	68.4	67.6	65.4	64.1	62.7	61.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.THU. JAN.19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.13, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,680 19.9		17,600 21.0		15,080 18.0				18,180 21.7			
	ABC TV					BENSON		WEBSTER (SD)		BLUE THUNDER (SD)				MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)					14,580 17.4		15,750 18.8		11,980 14.3	14.0*		14.5*	14,330 17.1	16.6*		17.6*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					27 16.6	18.3	28 18.9	18.6	21 13.9	21* 14.0	21* 14.3	21* 14.8	28 16.1	26* 17.1	29* 17.4	29* 17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,090 19.2		15,840 18.9		24,130 28.8				21,620 25.8			
	CBS TV					IS THIS GOODBYE C. BROWN (R)		HOW BUGS BUNNY WON-WEST (R)(SD)		DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					14,160 16.9		14,580 17.4		20,280 24.2	23.5*		24.8*	18,020 21.5	21.8*		21.2*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					26 16.8	16.9	26 17.0	17.9	36 23.0	35* 24.1	37* 24.6	37* 24.9	35 21.8	35* 21.8	36* 21.4	36* 21.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,510 20.9								11,900 14.2			
	NBC TV									MOVIE OF THE WEEK-FRIDAY HARD K (SD)				NEW SHOW			
	AVERAGE AUDIENCE (Households (000) & %)					10,810 12.9	12.2*		13.2*		13.5*		12.9*	7,460 8.9	9.6*		8.2*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					19 12.2	19* 12.2		20* 13.1		20* 13.4		19* 12.5	15 10.1	15* 9.0		14* 7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,420 18.4		16,930 20.2		11,060 13.2				15,080 18.0			
	ABC TV					BENSON		WEBSTER (SD)		BLUE THUNDER (SD)				MATT HOUSTON			
	AVERAGE AUDIENCE (Households (000) & %)					14,830 17.7	17.1*		18.3*		21,960 26.2	25.7*	26.6*	18,020 21.5	22.0*		21.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					28 16.8	27* 17.4		28* 18.1		40 24.9	39* 26.5	41* 26.7	37 22.0	36* 22.0	37* 21.3	32* 20.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,110 22.8				24,720 29.5				20,780 24.8			
	CBS TV							DUKES OF HAZZARD (SD)		DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					14,830 17.7	17.1*		18.3*		21,960 26.2	25.7*	26.6*	18,020 21.5	22.0*		21.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					28 16.8	27* 17.4		28* 18.1		40 24.9	39* 26.5	41* 26.7	37 22.0	36* 22.0	37* 21.3	32* 20.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,910 15.4				13,070 15.6				10,640 12.7			
	NBC TV							LEGMEN (SD)		MASTER (SD)				NEW SHOW			
	AVERAGE AUDIENCE (Households (000) & %)					8,800 10.5	10.7*		10.4*		11,080 13.2	13.0*	13.3*	6,620 7.9	8.5*		7.3*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					16 11.3	17* 10.0		16* 10.1		20 13.0	20* 13.1	20* 13.3	13 8.8	14* 8.3	13* 7.6	13* 7.0
TV HOUSEHOLDS USING TV		WK. 1	59.6	61.1	62.4	64.3	65.2	65.7	66.1	67.1	67.3	67.2	68.0	67.1	63.6	61.9	60.1
(See Def. 1)		WK. 2	59.7	60.6	60.6	61.8	63.0	63.4	64.3	65.7	65.2	65.8	65.5	64.6	60.8	60.0	58.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.FRI. JAN.20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.14, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	17,770 21.2				18,020 21.5				15,840 18.9								
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND								
	AVERAGE AUDIENCE (Households (000) & %)	14,160 16.9				14,830 17.7				12,740 15.2				15.1*				
	SHARE OF AUDIENCE %	27				29				30				27				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	13,160 15.7				19,440 23.2												
	CBS TV	WHIZ KIDS (SD)				CBS SAT. NIGHT MOVIE BODY HEAT (9:00-11:10PM)												
	AVERAGE AUDIENCE (Households (000) & %)	9,390 11.2				9,640 11.5				10.6*				11.3*				
	SHARE OF AUDIENCE %	18				20				17				20				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	15,080 18.0				13,910 16.6				13,580 16.2				12,230 14.6				
	NBC TV	DIFF'RENT STROKES-SAT.				SILVER SPOONS (SD)				WE GOT IT MADE MAMA'S FAMILY (SD)				YELLOW ROSE				
	AVERAGE AUDIENCE (Households (000) & %)	13,320 15.9				12,820 15.3				11,820 14.1				9,640 11.5				
	SHARE OF AUDIENCE %	26				24				23				20				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	19,610 23.4				20,450 24.4				19,360 23.1								
	ABC TV	T.J. HOOKER (R)(SD)				LOVE BOAT (SD)				FANTASY ISLAND								
	AVERAGE AUDIENCE (Households (000) & %)	14,330 17.1				16,680 19.9				14,750 17.6				17.6*				
	SHARE OF AUDIENCE %	28				32				33				30				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	9,470 11.3				16,340 19.5												
	CBS TV	POOR RICHARD (SD)				PAID POLITICAL BROADCAST				CBS SAT. NIGHT MOVIE MAKING LOVE								
	AVERAGE AUDIENCE (Households (000) & %)	7,540 9.0				4,360 5.2				9,720 11.6				11.2*				
	SHARE OF AUDIENCE %	15				8				20				18				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	16,010 19.1				17,100 20.4				11,900 14.2				12,910 15.4				
	NBC TV	DIFF'RENT STROKES-SAT.				SILVER SPOONS (SD)				WE GOT IT MADE MAMA'S FAMILY				YELLOW ROSE				
	AVERAGE AUDIENCE (Households (000) & %)	13,910 16.6				15,250 18.2				10,220 12.2				9,890 11.8				
	SHARE OF AUDIENCE %	27				30				20				21				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.1	59.7	59.9	61.0	61.7	62.8	63.0	63.3	61.5	61.7	61.7	61.4	57.6	57.0	55.9	54.3
		WK. 2	57.9	58.1	58.3	58.9	60.4	60.7	61.1	61.6	61.0	61.3	61.6	61.5	59.2	57.5	56.3	54.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. JAN.21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.14, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,600 4.3																
	ABC TV		ABC WEEKEND REPORT- SAT.(B)																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,600 4.3																
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	%	8 4.3																
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																	
	CBS TV		CBS SAT. NIGHT MOVIE BODY HEAT (9:00-11:10PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	13.8*																
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	%	27 * 14.3 11.4																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,810 12.9																
	NBC TV		SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,200 7.4 8.2* 7.4* 6.3*																
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	%	20 * 21 * 8.4 7.9 7.6 7.2 6.6 5.7																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,530 5.4																
	ABC TV		ABC WEEKEND REPORT- SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,530 5.4																
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	%	11 5.4																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	%																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,970 11.9																
	NBC TV		SATURDAY NIGHT (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,450 6.5 7.1* 6.5* 5.7*																
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	%	18 18 * 19 * 7.5 6.8 6.9 6.0 5.7 5.2																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.7	48.5	43.0	39.8	36.7	34.0	31.0	28.4	25.7	23.2	20.5	17.7	15.1	13.3	11.9	10	
		WK. 2	50.7	47.8	42.0	38.9	35.2	32.3	29.6	28.0	25.2	22.7	19.1	17.2	15.2	14.0	12.7	11	

TV HOUSEHOLDS USING TV WK. 1	52.7	48.5	43.0	39.8	36.7	34.0	31.0	28.4	25.7	23.2	20.5	17.7	15.1	13.3	11.9	10.4
(See Def. 1) WK. 2	50.7	47.8	42.0	38.9	35.2	32.3	29.6	28.0	25.2	22.7	19.1	17.2	15.2	14.0	12.7	11.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.SAT. JAN.21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.15, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,670 17.5				16,930 20.2				23,880 28.5								
	ABC TV		RIPLEY'S BELIEVE IT-NOT			HARDCASTLE & MCCORMICK (SD)			ABC SUNDAY NIGHT MOVIE ELECTRIC HORSEMAN(R) (9:00-11:24PM) (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{	10,640 12.7	11.8*		13.6*	16.9	16.7*		17.1*	17.4	15.7*		16.7*		18.1*		17.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	19 11.2	18 *	12.9	21 *	25	25 *	16.8	24 *	15.3	23 *	16.1	24 *	16.5	27 *	18.3	18.0	17.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	28,160 33.6				16,260 19.4		16,010 19.1		17,770 21.2		16,590 19.8		19,190 22.9				
	CBS TV		60 MINUTES			ALICE			ONE DAY AT A TIME (SD)			JEFFERSONS			GOODNIGHT, BEANTOWN			TRAPPER JOHN, M.D.	
	AVERAGE AUDIENCE (Households (000) & %)	{	22,960 27.4	26.6*		28.3*	17.4	17.8		14,920 17.8		16,420 19.6		14,330 17.1		16,170 19.3		19.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	42 25.4	41 *	29.2	43 *	26	26	17.6	26	19.2	20.0	16.3	25	18.0	30	19.7	19.3	19.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,210 8.8				16,840 20.1				23,800 28.4								
	NBC TV		(1) (-OP)	FIRST CAMERA (7:05-8:00PM)(OP)			KNIGHT RIDER (SD)			BOB HOPE-USO XMAS-BEIRUT									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,690 5.6	5.4*		5.8*	13,660 16.3	15.2*		15,170 18.1		17.1*		19.5*		18.4*		17.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	9 5.3	8 *	5.3	9 *	24	22 *	17.1	25 *	17.3	17.0	19.2	28 *	19.9	28 *	18.1	17.8	18.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,650 13.9				17,350 20.7				25,220 30.1								
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)			HARDCASTLE & MCCORMICK (R)(SD)			ABC SUNDAY NIGHT MOVIE DIAMONDS ARE FOREVER(R) (9:00-11:18PM) (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{	7,120 8.5	7.6*		9.3*	11,310 13.5	11.7*		15,3* 17.4		16.2* 17.4		17.5* 26 *		18.6* 30 *		17.7* 31 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	12 7.2	11 *	9.0	13 *	19	17 *	15.2	22 *	15.5	16.7	16.6	26 *	18.4	18.9	18.2	17.8	17.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					31,090 37.1		35,870 42.8					30,590 36.5					
	CBS TV		SUPER BOWL XVIII GAME WASHINGTON VS LOS ANGELES RAIDERS (4:42-8:00PM) (LIVE)			SUPER BOWL XVIII POST (8:20-8:45PM) (OP)			60 MINUTES (SD)			AIRWOLF SPECIAL (9:45-11:48PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{		47.6*		46.0*	27,910 33.1	32.7		27,400 32.7		33.5*	33.3*	21.6		22.6*		20.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	40.0	70 *	46.6	86 *	48	46	31.9	46	30.6	34.1	32.9	33.3	24.9	23.4	21.8	20.7	20.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,100 21.8								20,110 24.0								
	NBC TV		NBC SUN NIGHT MOVIE SPEC. THE KID WITH THE 200 I.Q.(R) (SD)			NBC SUNDAY NIGHT MOVIE KNIGHT RIDER(R) (SD)													
	AVERAGE AUDIENCE (Households (000) & %)	{	10,730 12.8	8.6*		11.9*	14.5*	16.1*		11,900 14.2		13.4*		14.3*		14.6*		14.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	18 7.8	13 *	11.0	17 *	21 *	23 *	16.0	22	13.1	13.7	13.9	21 *	14.7	23 *	14.6	14.7	14.0
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	64.0	64.6	65.4	67.0	67.5	68.3	69.5	70.0	69.0	69.5	68.9	68.6	66.7	65.2	63.0	60.8
			WK. 2	67.9	68.8	69.7	70.3	70.9	70.1	70.6	71.0	70.4	70.3	69.6	66.9	63.8	61.3	59.0	56.4

U.S. TV Households: 83,800,000

(1) BOB HOPE GOLF-SUN, NBC, (4:30-7:05PM)(S)

For explanation of symbols, See page A

EVE.SUN. JAN.22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.15, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)2,930
3.5

ABC TV

 ABC SUNDAY
THE ELECTRIC HORSEMAN
(R)(9:00-11:24PM)
ABC WELL
REPORT-SUN.
(11:35-11:50PM)
AVERAGE AUDIENCE
(Households (000) & %)

2,850

SHARE OF AUDIENCE %

18.8*
3.4

AVG. AUD. BY 1/4 HR. %

18.8 18.6 3.5 3.1

TOTAL AUDIENCE
(Households (000) & %)6,120
7.3

CBS TV

SUNDAY
NEWSAVERAGE AUDIENCE
(Households (000) & %)

5,950

SHARE OF AUDIENCE %

7.1

AVG. AUD. BY 1/4 HR. %

13
7.1TOTAL AUDIENCE
(Households (000) & %)2,680
3.2

NBC TV

NBC LATE NIGHT MOVIE
FOR LOVE AND HONOR
(11:30-12:38AM)AVERAGE AUDIENCE
(Households (000) & %)

1,340

SHARE OF AUDIENCE %

1.6 1.8* 1.9* 1.4* 1.3* 1.3*

AVG. AUD. BY 1/4 HR. %

6 5* 7* 7* 8* 10*

TOTAL AUDIENCE
(Households (000) & %)2,930
3.5

ABC TV

 (1)
(-OP)
ABC WEEKEND
REPORT-SUN.
(11:29-11:44PM)
(OP)
AVERAGE AUDIENCE
(Households (000) & %)

2,930

SHARE OF AUDIENCE %

3.5

AVG. AUD. BY 1/4 HR. %

16.9 4.2 3.4

TOTAL AUDIENCE
(Households (000) & %)4,440
5.3

CBS TV

 AIRWOLF SPECIAL
(9:45-11:40PM)
CBS SUNDAY
NEWS-OSGOOD
(11:46-12:03AM)
(OP)
AVERAGE AUDIENCE
(Households (000) & %)

20.8*

SHARE OF AUDIENCE %

37*

AVG. AUD. BY 1/4 HR. %

20.5 21.1 21.5 3.2 4.6

TOTAL AUDIENCE
(Households (000) & %)2,100
2.5

NBC TV

NBC LATE NIGHT MOVIE
KENT STATE(R)
(11:30-12:33AM)AVERAGE AUDIENCE
(Households (000) & %)

1,010

SHARE OF AUDIENCE %

1.2 1.6* 1.3* 1.0* .9*

AVG. AUD. BY 1/4 HR. %

5 4* 5* 5* 6*

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	55.1	50.7	40.3	34.1	29.7	26.9	23.0	19.9	16.7	14.9	12.8	11.5	9.6	8.8	7.7	6.7
WK. 2	54.1	50.7	42.7	35.4	29.7	25.2	22.3	20.7	17.5	15.2	13.6	12.5	11.0	9.3	7.7	6.0

U.S. TV Households: 83,800,000

(1)ABC SUNDAY NIGHT MOVIE, DIAMONDS ARE FOREVER(R), ABC, (9:00-11:16PM)

For explanation of symbols, See page A

EVE.SUN. JAN.22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 9-13, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,610 6.7				5,870 7.0									
	ABC TV			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
	AVERAGE AUDIENCE (Households (000) & %)			4,530 5.4				4,940 5.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 5.5				26 5.9									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,600 4.3				4,190 5.0						5,530 6.6		5,610 6.7	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,440 4.1						4,690 5.6		4,780 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 3.5				18 4.1						23 5.3		23 5.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,360 5.2				4,610 5.5						4,270 5.1		4,690 5.6	
	NBC TV			TODAY SHOW-7:30AM (CO-OP)				TODAY SHOW-8:30AM (CO-OP)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,350 4.0				3,690 4.4						3,520 4.2		4,020 4.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			19 4.0				19 4.5						17 3.9		19 4.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,780 6.9				5,950 7.1									
	ABC TV			GOOD MORNING, AMERICA-730				GOOD MORNING, AMERICA-830									
	AVERAGE AUDIENCE (Households (000) & %)			4,530 5.4				4,860 5.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 5.3				24 5.8									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,770 4.5				4,270 5.1						5,610 6.7		6,120 7.3	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID (TU-F)(SUS-OP)		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,440 4.1						4,690 5.6		5,280 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17 3.5				17 4.0						21 5.3		23 6.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,110 4.9				4,860 5.8						4,860 5.8		5,450 6.5	
	NBC TV			TODAY SHOW-7:30AM (CO-OP)				TODAY SHOW-8:30AM (CO-OP)						FACTS OF LIFE M-F (TU-F)(SUS-OP)		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,270 3.9				4,020 4.8						4,110 4.9		4,610 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			18 3.9				20 4.7						18 4.6		20 5.2	
TV HOUSEHOLDS USING TV WK. 1		12.9	15.5	17.3	18.7	19.7	21.0	21.5	22.0	22.8	23.4	23.5	24.1	23.8	24.7	24.9	25.4
(See Def. 1) WK. 2		12.7	15.0	17.0	18.3	19.8	21.1	21.9	23.0	23.8	24.8	25.3	26.0	26.3	27.1	27.4	28.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY MON.-FRI. JAN. 16-20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 9-13, 1984

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,850 3.4		3,440 4.1		5,110 6.1		5,110 6.1		10,060 12.0				9,720 11.6			
	ABC TV		PEOPLE TO PEOPLE-M-F		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,350 2.8		2,930 3.5		4,270 5.1		4,270 5.1		7,880 9.4				7,460 8.9			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	11 2.9	2.7	13 3.2	3.7	18 4.9	5.4	17 4.9	5.3	29 8.2	8.8* 27 *		10.0* 30 *	28 8.8	8.8* 28 *		9.1* 29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,210 9.8		10,560 12.6				9,970 11.9				8,300 9.9				6,120 7.3	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,120 8.5		9,300 11.1				7,790 9.3				6,790 8.1				5,780 6.9	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	33 8.0	9.0	41 10.8	11.4			32 9.3	9.3* 9.4		9.3* 9.3	25 7.9	7.9* 7.9		8.3* 8.3	22 6.9	6.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,790 9.3		5,450 6.5		2,850 3.4		3,350 4.0		7,290 8.7				5,780 6.9			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		GO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1		4,780 5.7		2,510 3.0		2,680 3.2		5,780 6.9				4,360 5.2			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	31 7.9	8.3	21 5.8	5.7	10 3.1	3.0	11 3.1	3.3	21 6.4	6.5* 6.7		7.2* 7.3	17 5.5	17* 5.1	17* 5.3	17* 5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.8		4,190 5.0		5,060 6.1		4,260 5.1		10,810 12.9				10,060 12.0			
	ABC TV		BERNARD DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,440 4.1		3,600 4.3		5,110 6.1		5,360 6.4		8,630 10.3				7,880 9.4			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	14 3.9	4.2	14 4.1	4.6	19 5.8	6.4	19 6.2	6.5	29 9.3	9.8* 10.2		10.9* 11.0	28 9.4	28* 9.2	28* 9.3	28* 9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,800 10.5		11,730 14.0				10,730 12.8				8,880 10.6				6,870 8.2	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,710 9.1		10,000 12.0				8,300 9.9				7,210 8.6				6,290 7.5	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	33 8.8	8.8	40 11.7	12.4			30 10.1	31* 10.0		9.9* 9.9	25 8.2	23* 8.4		8.8* 8.8	23 7.5	23 7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,110 9.7		5,810 6.7		1,770 3.9		3,270 3.9		7,960 9.5				6,620 7.9			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		GO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,040 8.4		4,880 5.8		2,770 3.3		2,850 3.4		6,370 7.6				4,940 5.9			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{	30 8.3	8.4	20 5.8	5.9	10 3.3	3.3	10 3.3	3.5	21 7.2	7.4* 7.7		7.9* 7.9	18 6.2	18* 5.9	18* 5.9	18* 5.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.8	26.6	26.8	28.1	29.3	30.0	29.6	30.5	31.7	32.2	31.8	32.1	31.6	31.8	31.1	32.5
		WK. 2	28.2	29.1	29.2	30.3	31.8	33.1	33.0	33.8	35.0	35.7	35.2	34.9	34.2	34.0	33.3	34.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 16-20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 9-13, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 12,320 14.7		3,600 4.3		11,560 13.8		ABC WORLD NEWS TONIGHT	
	ABC TV		GENERAL HOSPITAL		EDGE OF NIGHT					
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,720 11.6		3,100 3.7		10,140 12.1			
	SHARE OF AUDIENCE %		{ 33 33 *		10 10		20 20			
	AVG. AUD. BY ¼ HR. %		{ 10.9 11.4		11.9 12.0		3.8 3.7		11.9 12.2	
	TOTAL AUDIENCE (Households (000) & %)		{ 8,300 9.9		3,850 4.6		14,250 17.0		CBS EVENING NEWS- RATHER	
	CBS TV		GUIDING LIGHT (SD)		TATTLETALES					
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,620 7.9		3,100 3.7		12,820 15.3			
	SHARE OF AUDIENCE %		{ 23 23 *		10 10		25 25			
	AVG. AUD. BY ¼ HR. %		{ 7.5 7.9		8.2 8.2		3.5 3.9		15.2 15.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,690 5.6				10,810 12.9		NBC NIGHTLY NEWS	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR							
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,270 3.9		9,640 11.5					
	SHARE OF AUDIENCE %		{ 11 11 *		12 *		19 19			
	AVG. AUD. BY ¼ HR. %		{ 3.4 3.8		4.1 4.3		11.3 11.8			
	TOTAL AUDIENCE (Households (000) & %)		{ 12,320 14.7		3,690 4.4		11,480 13.7		ABC WORLD NEWS TONIGHT	
	ABC TV		GENERAL HOSPITAL		EDGE OF NIGHT		(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,970 11.9		3,180 3.8		10,140 12.1			
	SHARE OF AUDIENCE %		{ 32 32 *		10 10		20 20			
	AVG. AUD. BY ¼ HR. %		{ 11.2 11.9		12.3 12.2		3.9 3.7		12.0 12.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 9,130 10.9		4,360 5.2		14,500 17.3		CBS EVENING NEWS- RATHER	
	CBS TV		GUIDING LIGHT (SD)		TATTLETALES					
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,370 8.8		3,770 4.5		13,070 15.8			
	SHARE OF AUDIENCE %		{ 24 24 *		12 12		25 25			
	AVG. AUD. BY ¼ HR. %		{ 8.5 8.8		9.1 8.9		4.4 4.6		15.4 15.7	
	TOTAL AUDIENCE (Households (000) & %)		{ 5,360 8.4				11,900 14.2		NBC NIGHTLY NEWS	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR							
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,770 4.5		10,480 12.5					
	SHARE OF AUDIENCE %		{ 12 11 *		13 *		20 20			
	AVG. AUD. BY ¼ HR. %		{ 3.9 4.4		4.7 5.1		12.2 12.8			

TV HOUSEHOLDS USING TV	WK. 1	33.9	35.5	36.8	38.1	37.0	39.2	40.5	42.3	44.3	46.9	49.0	51.2	54.5	57.8	59.2	60.7
(See Def. 1)	WK. 2	36.2	38.1	39.0	39.9	38.8	40.3	41.4	43.4	45.0	47.8	50.3	53.1	56.4	58.9	60.5	62.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 16-20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						3,520 4.2	4,360 5.2	4,860 5.8	4,860 5.8	5,950 7.1	6,290 7.5					
	ABC TV						BEST OF SCOOPY DOO (SD)	RASCALS/RICHIE RICH	MONCHHICHIS	PAC-MAN	RUBIK, THE AMAZING CUBE (SD)	LITTLES					
	AVERAGE AUDIENCE (Households (000) & %)						2,770 3.3	3,770 4.5	3,850 4.6	4,270 5.1	5,360 6.4	5,700 6.8					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.						19 2.9	21 3.7	21 4.2	19 4.7	23 5.0	22 5.1	6.2	6.5	6.6	7.0	
K 2	TOTAL AUDIENCE (Households (000) & %)	2,180 2.6						3,100 3.7	6,620 7.9	6,370 7.6	5,200 6.2	6,120 7.3					
	CBS TV	CAPTAIN KANGAROO-SAT					BISKITTS (SD)	SATURDAY SUPERCARDE					DUNGEONS AND DRAGONS (SD)	PLASTICMAN (SD)	CHARLIE BROWN/SNOOPY SHOW (SD)		
	AVERAGE AUDIENCE (Households (000) & %)	1,010 1.2	1.0*		1.4*	2,350 2.8	4,190 5.0	4,5*	5,450 6.5	4,190 5.0	5,110 6.1						
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	13 1.0	12* 1.1	13*	13*	19 2.4	23 3.2	22*	25 5.3	17 5.6	19 6.5	19 6.6	4.9	5.1	6.0	6.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,180 3.8	4,610 5.5	5,780 6.9	7,290 8.7	7,880 9.4	7,630 9.1					
	NBC TV						FLINTSTONE FUNNIES	SHIRT TALES (SD)	SMURFS I	SMURFS II	SMURFS III	ALVIN AND THE CHIPMUNKS (SD)					
	AVERAGE AUDIENCE (Households (000) & %)						2,510 3.0	3,690 4.4	4,860 5.8	6,290 7.5	6,960 8.3	6,700 8.0					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.						20 2.7	22 3.4	25 4.0	28 5.2	29 7.1	25 8.0	8.3	8.2	7.8	8.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,180 3.8	4,440 5.3	5,010 6.0	4,860 5.8	6,450 7.7	7,290 8.7					
	ABC TV						MONCHHICHIS (SD)	RASCALS/RICHIE RICH	NEW SCOOPY & SCRAPPY DOO	PAC-MAN	RUBIK, THE AMAZING CUBE (SD)	LITTLES					
	AVERAGE AUDIENCE (Households (000) & %)						2,430 2.9	3,520 4.2	4,270 5.1	4,190 5.0	5,530 6.6	6,290 7.5					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.						20 2.6	22 3.2	22 4.0	19 5.2	22 4.7	23 5.3	6.3	6.8	7.2	7.8	
K 2	TOTAL AUDIENCE (Households (000) & %)	1,590 1.9						2,850 3.4	6,290 7.5	6,370 7.6	4,860 5.8	5,950 7.1					
	CBS TV	CAPTAIN KANGAROO-SAT					BISKITTS (SD)	SATURDAY SUPERCARDE					DUNGEONS AND DRAGONS (SD)	PLASTICMAN (SD)	CHARLIE BROWN/SNOOPY SHOW (SD)		
	AVERAGE AUDIENCE (Households (000) & %)	840 1.0	8*		1.2*	2,180 2.6	3,940 4.7	3.8*	5,360 6.4	4,190 5.0	4,780 5.7						
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	12 .7	11* .8	13*	13*	18 2.4	22 2.8	20*	24 3.6	17 4.1	17 4.9	17 6.1	4.7	5.2	5.8	5.5	
K 2	TOTAL AUDIENCE (Households (000) & %)						3,520 4.2	5,030 6.0	6,370 7.6	8,130 9.7	9,130 10.9	9,130 10.9					
	NBC TV						FLINTSTONE FUNNIES (SD)	SHIRT TALES	SMURFS I	SMURFS II	SMURFS III (SD)	ALVIN AND THE CHIPMUNKS					
	AVERAGE AUDIENCE (Households (000) & %)						2,930 3.5	4,110 4.9	5,450 6.5	7,040 8.4	8,130 9.7	8,040 9.6					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.						24 2.9	25 4.1	28 4.7	31 7.1	32 8.4	29 8.3	9.7	9.7	9.5	9.7	
TV HOUSEHOLDS USING TV WK. 1		8.5	9.4	10.9	12.5	15.0	17.4	19.7	22.1	23.4	24.8	25.9	27.7	28.1	29.9	30.9	32.5
(See Def. 1) WK. 2		7.2	8.6	9.8	11.9	14.2	17.1	19.0	20.9	22.7	25.0	26.7	28.2	29.6	31.3	32.2	33.3

U.S. TV Households: \$3,800,000

For explanation of symbols, See page A.

DAY SAT. JAN. 21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,540 7.8		{ 7,290 8.7		{ 5,870 7.0		{ 7,460 8.9		AMERICAN BANDSTAND							
	ABC TV	PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS COUGAR, PT. 2											
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,950 7.1		{ 6,120 7.3		{ 4,940 5.9		{ 4,270 5.1		{ 4.6*		{ 5.6*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 7.1		{ 22 7.1		{ 17 7.5		{ 14 7.0		{ 13*		{ 15*					
E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,610 5.5		{ 5,610 6.7		{ 5,450 6.5		{ 7,540 9.0		{ 6,200 7.4		{ 3,520 4.2		{ 10,730 12.8		CBS NCAA BASKETBALL-SAT NORTH CAROLINA VS WAKE FOREST (2:00-4:00PM)	
	CBS TV	BENJI, ZAX & THE-PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW(B) (SD)		CBS CHILDREN'S FILM FEST. THE CHIFFY KIDS					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,110 4.9		{ 4,440 5.3		{ 4,780 5.7		{ 6,030 7.2		{ 5,030 6.0		{ 3,020 3.6		{ 5,110 6.1		{ 5.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 5.0		{ 16 4.7		{ 16 4.9		{ 20 5.8		{ 16 5.6		{ 10 5.9		{ 17 5.2		{ 15*	
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 8,130 9.7		{ 5,280 6.3		{ 5,610 6.7		{ 6,370 7.6		VOLVO MASTERS TENNIS-SAT.						{ 7,040 8.4	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,120 8.5		{ 4,690 5.6		{ 4,690 5.6		{ 2,430 2.9		{ 2.6*		{ 3.0*		{ 3.0*		{ 2.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 26 8.5		{ 17 5.5		{ 16 5.7		{ 8 5.6		{ 7*		{ 8*		{ 8*		{ 7	
	W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 7,460 8.9		{ 7,210 8.6		{ 5,030 6.0		{ 7,630 9.1		AMERICAN BANDSTAND						
ABC TV		PUPPY-FURTHER ADVENTURES		BEST OF SCOOBY DOO (SD)		ABC WEEKEND SPECIALS COUGAR, PT. 3											
AVERAGE AUDIENCE (Households (000) & %)		{ 6,200 7.4		{ 6,030 7.2		{ 4,110 4.9		{ 4,610 5.5		{ 4.8*		{ 6.1*					
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 22 7.4		{ 21 7.4		{ 14 7.5		{ 15 6.9		{ 13*		{ 17*					
E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 3,770 4.5		{ 4,110 4.9		{ 5,280 6.3		{ 6,200 7.4		{ 6,030 7.2		{ 3,940 4.7					
	CBS TV	BENJI, ZAX & THE-PRINCE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.7		{ 3,440 4.1		{ 4,780 5.7		{ 4,940 5.9		{ 4,690 5.6		{ 2,930 3.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 11 3.9		{ 12 3.4		{ 16 3.9		{ 16 4.4		{ 15 5.5		{ 10 5.8		{ 10 5.7		{ 3.5	
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 9,550 11.4		{ 7,120 8.5		{ 7,040 8.4		{ 4,860 5.8		{ 9,720 11.6		NCAA BASKETBALL-REG'L VILLANOVA VS NOTRE DAME FRESNO VS UNIV. OF NEVADA/L.V. MULTI-SEGMENT TELECAST					
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,720 10.4		{ 6,200 7.4		{ 5,870 7.0		{ 3,850 4.6		{ 3,850 4.6		{ 4.3*		{ 4.4*		{ 4.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 31 10.3		{ 21 10.5		{ 20 7.2		{ 13 7.6		{ 12 7.2		{ 12*		{ 12*		{ 12*	
	TV HOUSEHOLDS USING TV WK. I	32.7	33.2	32.8	33.3	34.8	36.3	35.7	35.9	36.2	37.3	36.6	36.2	35.3	35.9	36.0	35.6
(See Def. 1) WK. II	33.6	34.1	34.4	34.7	34.8	35.6	35.6	35.8	36.5	36.7	35.7	36.3	36.6	37.4	37.7	38.7	

U.S. TV Households: 83,800,000

(1) NCAA BASKETBALL-NAT'L, U OF ALA/BIRM VS DEPAUL & VIRGINIA TECH VS LOUISVILLE, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A.

DAY SAT. JAN. 21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 14, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE (Households (000) & %)	{	3,850 4.6	10,560 12.6						15,000 17.9							
		SPORTSBEAT	PRO BOWLERS TOUR (3:30-5:04PM) (-OP)				ABC WIDE WORLD-SPORTS SAT (5:04-6:30PM) (OP)									
ABC TV																

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.8	6,370 7.6	6.3*		8.0*		8.3*	8.2	6,870 8.2*		9.0*		7.6*	
SHARE OF AUDIENCE	%	10	18	16*		19*		18*	17	18*		18*		14*	
AVG. AUD. BY ¼ HR.	%	3.8	3.8	5.9	6.7	7.8	8.3	8.3	8.3	8.1	8.2	8.7	9.2	7.7	7.4

TOTAL AUDIENCE (Households (000) & %)	{		12,650 15.1											14,080 16.8	
		CBS NCAA BASKETBALL-SAT NORTH CAROLINA VS WAKE FOREST (2:00-4:00PM)				CBS SPORTS SATURDAY								CBS SAT. NEWS-SCHIEFFER	

CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{		6.6*	6.4*	6.6	5.1*		6.5*		7.2*		7.6*		12,230 14.6	
SHARE OF AUDIENCE	%		18*	17*	15	13*		15*		17*		16*		26	
AVG. AUD. BY ¼ HR.	%	6.2	7.0	6.8	6.0	4.7	5.4	6.1	6.8	7.0	7.5	7.8	7.5	14.2	15.0

TOTAL AUDIENCE (Households (000) & %)	{							8,550 10.2						6,540 7.8	
		NCAA BASKETBALL-NAT'L U OF ALA/BIRM VS DEPAUL VIRGINIA TECH VS LOUISVILLE MULTI-SEGMENT TELECAST(-OP)				BOB HOPE GOLF-SAT (4:34-6:30PM) (OP)				NBC NIGHTLY NEWS-SAT.					

NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{		2.7*	2.3*		2.7*	3,350 4.0	2.3*		3.5*		4.5*		5,530 6.6	
SHARE OF AUDIENCE	%		7*	6*		7*	9	5*		8*		10*		11*	12
AVG. AUD. BY ¼ HR.	%	2.9	2.6	2.0	2.6	2.7	2.6	2.2	2.4	3.4	3.6	4.1	4.9	5.4	6.9

TOTAL AUDIENCE (Households (000) & %)	{	10,710 12.8						10,360 23.1							
		PRO BOWLERS TOUR				ABC WIDE WORLD-SPORTS SAT									

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.2	5.6*	7.4*		8.4*	9,720 11.6	9.5*		11.9*		12.1*		12.9*	
SHARE OF AUDIENCE	%	17	14*	17*		19*	23	20*		24*		24*		23*	
AVG. AUD. BY ¼ HR.	%	5.0	6.3	7.2	7.6	8.4	8.5	9.1	9.9	11.2	12.6	12.2	11.9	12.6	13.2

TOTAL AUDIENCE (Households (000) & %)	{	16,510 19.7												11,480 13.7	
						CBS SPORTS SATURDAY								CBS SAT. NEWS-SCHIEFFER	

CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	6,120 7.3	5.0*	7.1*		7.7*		8.0*		7.9*		7.3*		10,220 12.2	
SHARE OF AUDIENCE	%	16	14*	17*		18*		18*		16*		14*		21	
AVG. AUD. BY ¼ HR.	%	5.1	6.2	6.8	7.4	7.7	7.7	8.1	7.9	8.8	7.0	7.6	7.1	12.0	12.3

TOTAL AUDIENCE (Households (000) & %)	{		7,790 9.3											7,960 9.5	
		(1) (-OP)				NCAA BASKETBALL-NAT'L GEORGETOWN VS ST. JOHN'S (3:19-5:03PM) (OP)				NBC NIGHTLY NEWS-SAT.					

NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{		3,600 4.3		4.0*		4.6*		4.3*					6,540 7.8	
SHARE OF AUDIENCE	%		10		10*		11*		10*					14	
AVG. AUD. BY ¼ HR.	%	4.4	4.2	4.3	3.8	4.5	4.7	4.4	4.2	4.5				7.9	7.8

TV HOUSEHOLDS USING TV WK. 1	36.3	37.6	39.4	41.0	41.3	42.5	44.6	45.2	44.3	45.8	48.1	49.9	53.2	54.8	56.4	57.9
(See Def. 1) WK. 2	39.8	41.1	42.4	42.8	43.6	44.9	46.1	46.9	48.9	49.8	51.0	51.8	54.8	57.0	57.9	57.9

U.S. TV Households: 83,800,000

(1) NCAA BASKETBALL-REG'L, VILLANOVA VS NOTRE DAME & FRESNO VS LAS VEGAS, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. JAN. 21, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 15, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

MEATBALLS &
SPAGHETTI
(SUS)(SUS-SD)

GILLIGAN'S
PLANET
(SUS)(SUS-SD)

CAPTAIN KANGAROO-SUN
(SUS)

SUNDAY MORNING

FACE THE NATION

8,040
9.6

4,270
5.1

4,780

5.7

23

4.6

5.2*

24 *

5.7

6.2

6.2*

26 *

6.2

5.7

5.7*

21 *

5.7

3,180

3.8

12

4.0

3.7

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,040
9.6

3,440
4.1

CAPTAIN KANGAROO-SUN
(SUS)

SUNDAY MORNING

FACE THE NATION

4,860

5.8

23

4.3

4.7*

22 *

5.0

6.2

6.4*

25 *

6.7

6.5

6.3*

22 *

6.2

2,770

3.3

12

3.4

3.3

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

WK. 2	6.1	6.9	7.7	9.6	12.4	15.7	17.7	19.2	21.6	23.3	24.0	24.8	27.4	28.7	30.5	30.9
	5.3	6.0	7.6	9.6	11.9	14.7	17.1	20.1	21.9	23.9	26.0	27.3	29.3	30.0	31.0	31.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JAN. 22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 15, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,360 5.2 ← THIS WK-DAVID BRINKLEY(B) → DIRECTIONS (SUS)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,600															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.1 3.0* 3.3* 9 9* 9* 2.8 3.2 3.4 3.1															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,410 16.0 FOR OUR TIMES (SUS) NBA ON CBS BOSTON VS MILWAUKEE (1:00-3:30PM)															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	5,610															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.7 5.8* 6.5* 6.6* 7.5* 16 15* 16* 16* 18* 5.8 5.8 6.1 6.8 7.3 7.8															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	2,350 9,470 2.8 11.3 MEET THE PRESS VOLVO MASTERS TENNIS-SUN. (12:30-3:05PM)															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	1,760 4,020															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	2.1 4.8 2.8* 4.5* 5.6* 5.9* 5.3* 6 12 8* 12* 14* 14* 13* 2.0 2.2 2.3 3.2 4.4 4.6 5.5 5.8 5.8 6.0 5.9 5.2															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,120 4,160 7.3 5.2 ← THIS WEEK-DAVID BRINKLEY → VOTING FOR DEMOCRACY															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,440 2,350															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.1 2.8 2.8* 2.8* 11 7 7* 7* 3.8 3.8 4.3 4.6 2.9 2.6 2.9 2.8															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	17,100 31,680 20.4 37.8 FOR OUR TIMES (SUS) CBS NCAA BASKETBALL-SUN HOUSTON VS KENTUCKY (12:30-2:42PM) (-OP) SUPER BOWL TODAY (2:42-4:24PM) (OP)															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	7,370 18,180															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	8.8 6.2* 7.6* 8.5* 11.2* 21.7 14.1* 21 16* 20* 20* 26* 44 30* 5.6 6.9 7.5 7.6 7.8 9.2 11.0 11.3 13.2 14.3															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,510 8,800 9,550 3.0 10.5 11.4 MEET THE PRESS NCAA BASKETBALL GAME-SUN UCLA VS LOUISVILLE (12:00-2:02PM) (-OP) SPORTSWORLD (2:02-3:30PM) (OP)															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	1,760 3,350 5,280															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	2.1 4.0 6.3 5.6* 6.6* 6 10 11* 13* 14* 2.0 2.2 3.8 3.9 4.3 3.4 3.6 4.0 4.6 4.6 5.1 6.0 6.6 6.7															
TV HOUSEHOLDS USING TV WK. 1		31.6	33.6	33.7	34.2	35.2	36.6	37.4	38.6	39.4	40.3	40.7	40.9	41.1	41.9	42.8	42.8
(See Def. 1) WK. 2		32.8	33.7	35.4	37.0	38.8	40.0	40.0	40.4	40.5	42.5	44.4	45.8	46.9	48.0	49.3	49.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. JAN. 22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 15, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	

U.S. TV Households: 83,800,000

(1) VOLVO MASTERS TENNIS-SUN., NBC, (12:30-3:06PM)(S) (2) SUPER BOWL XVIII-KICKOFF, CBS, (4:24-4:42PM)(S)

For explanation of symbols, See page A.

DAY SUN. JAN. 22, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON		8.58- 8.59PM	8.45	14,580	17.4	14,580	17.4	24	17.4								
ABC AMERICAN MUSIC AWARDS(S)	2	9.00-11.09PM	+GRID 11.00								32,850	39.2	22,960	27.4 25.9*	41 47*	25.9	
EVENING TUESDAY																	
ABC ABC BUSINESS BRIEF-TUE(SUS)	2	8.57- 8.59PM	8.45														
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF WED	1	8.58- 8.59PM	8.45	19,020	22.7	19,020	22.7	33	22.7		19,530	23.3	18,350	21.9	31	21.9	
	2	8.57- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC BUSINESS BRIEF-THU(SUS)	2	8.58- 8.59PM	8.45														
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.57- 8.59PM	8.45	13,490	16.1	11,980	14.3	21	14.3		13,660	16.3	13,660	16.3	25	16.3	
	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	13,660	16.3	13,660	16.3	26	16.3		15,500	18.5	15,500	18.5	30	18.5	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,660	16.3	13,660	16.3	27	16.3		15,170	18.1	15,170	18.1	29	18.1	
CBS NEWSBREAK-SAT.	2	8.28- 8.29PM	8.15								6,030	7.2	6,030	7.2	12	7.2	
	1	8.58- 8.59PM	8.45	8,630	10.3	8,630	10.3	16	10.3								
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	11,560	13.8	11,560	13.8	22	13.8		12,150	14.5	12,150	14.5	24	14.5	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	9,890	11.8	9,890	11.8	19	11.8								
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	2	8.33- 8.34PM	8.30								11,900	14.2	11,900	14.2	20	14.2	
ABC ABC SPORTS UPDATE-SUN	1	8.34- 8.35PM	8.30	14,500	17.3	14,500	17.3	25	17.3								
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.16PM	+GRID 11.15								25,220	30.1	14,580	17.4 16.9*	27 31*	16.1	
ABC ABC SPORTS UPDATE-SUN	2	9.59-10.00PM	9.45								15,170	18.1	15,170	18.1	27	18.1	
ABC ABC NEWSBRIEF-SUN.	1	10.00-10.01PM	10.00	13,830	16.5	13,830	16.5	25	16.5								
CBS SUPER BOWL XVIII GAME(S)	2	4.42- 8.20PM	+GRID 8.15								52,710	62.9	38,880	46.4 43.4*	71 62*	41.5	
CBS NEWSBREAK SUN.	1	8.58- 8.59PM	8.45	14,500	17.3	14,500	17.3	25	17.3		23,800	28.4	21,790	26.0	37	26.0	
	2	9.42- 9.44PM	9.30								30,590	36.5	18,100	21.6 20.1*	36 44*	13.4	
CBS AIRWOLF SPECIAL(S)	2	9.45-11.48PM	+GRID 11.45														
NBC BOB HOPE GOLF-SUN(S)	1	4.30- 7.05PM	+GRID 7.00	15,750	18.8	6,540	7.8	15	8.3								
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	12,070	14.4	12,070	14.4	21	14.4		10,140	12.1	10,140	12.1	17	12.1	
NBC NBC NEWS DIGEST-2-SUN.	2	9.48- 9.49PM	9.45								10,480	12.5	10,480	12.5	19	12.5	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F CONT'D		>	9.45	15,590	18.6	15,590	18.6	28	18.6	M-F	15,000	17.9	16,170	19.3	29	15.6	M-F

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D			10.15																
ABC ABC NEWSBRIEF-M-F-CONT'D			11.30															MON.	
ABC ABC NEWS:NIGHTLINE		11.30-12.30AM	11.30	7,960	9.5	4,860	5.8	17	7.9	M-F		6,960	8.3	4,110	4.9	14	26.8	MTUWF	
			11.45				7.0*	19*	6.1	M-F					6.1*	16*	7.0	MTUWF	
			12.00						5.0	M-F							5.4	MTUWF	
			12.15				4.5*	15*	4.0	M-F					3.9*	13*	4.3	MTUWF	
			12.30												3.1*	14*	3.5	MTUWF	
ABC VIEWPOINT(S)	2	11.30- 1.17AM	11.30									5,700	6.8	2,600	3.1	11	3.1	MON.	
			11.45												4.7*	13*	5.4	THU.	
			12.00														4.0	THU.	
			12.15													3.1*	10*	3.3	THU.
			12.30														2.9	THU.	
			12.45													2.4*	11*	2.6	THU.
			1.00														2.1	THU.	
			1.15													1.8*	10*	1.9	THU.
CBS NEWSBREAK-M-F		8.58- 8.59PM	8.45	11,900	14.2	11,900	14.2	21	14.2	M-F		12,150	14.5	12,150	14.5	21	14.5	M-F	
CBS LATE MOVIE I		>	11.30	7,880	9.4	5,200	6.2	19	6.6	M-F		9,130	10.9	6,200	7.4	23	7.8	M-F	
			11.45				6.4*	17*	6.3	M-F					7.7*	20*	7.7	M-F	
			12.00						6.2	M-F							7.4	M-F	
			12.15				6.2*	21*	6.1	M-F					7.4*	24*	7.2	M-F	
			12.30				5.6*	23*	5.7	M-F							6.8	M-F	
			12.45													6.5*	26*	3.9	M-F
CBS LATE MOVIE II		>	12.30	4,690	5.6	3,770	4.5	24	4.7	M-F		5,110	6.1	4,270	5.1	27	5.6	M-F	
			12.45				4.6*	21*	4.6	M-F					5.3*	25*	5.2	M-F	
			1.00						4.4	M-F							5.0	M-F	
			1.15				4.3*	25*	4.2	M-F					4.9*	28*	4.7	M-F	
			1.30						4.4	MTUTH									
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH I		2.00- 2.30AM	2.00	1,590	1.9	1,340	1.6	16	1.7	M-THSU		1,510	1.8	1,260	1.5	15	1.6	M-THSU	
			2.15						1.5	M-THSU							1.4	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,680	3.2	1,010	1.2	22		M-THSU		2,770	3.3	1,170	1.4	27		M-THSU	
			2.45				1.8*	23*	1.9	M-THSU							1.8	M-THSU	
			3.00						1.7	M-THSU					1.7*	23*	1.6	M-THSU	
			3.15				1.4*	22*	1.4	M-THSU							1.6	M-THSU	
			3.30						1.3	M-THSU					1.6*	27*	1.5	M-THSU	
			3.45				1.2*	22*	1.2	M-THSU							1.4	M-THSU	
			4.00						1.2	M-THSU					1.4*	27*	1.3	M-THSU	
			4.15				1.1*	23*	1.1	M-THSU							1.3	M-THSU	
			4.30						1.0	M-THSU					1.3*	28*	1.2	M-THSU	
			4.45				.9*	21*	.9	M-THSU							1.2	M-THSU	
			5.30						.8	M-THSU					1.1*	26*	1.2	M-THSU	
			5.45				.9*	19*	.9	M-THSU					1.3*	28*	1.3	M-THSU	
NBC NBC NEWS DIGEST-M-F		>	8.45	12,070	14.4	12,070	14.4	21	15.0	M-F		11,820	14.1	11,820	14.1	20	14.1	M-F	
			9.00						11.8	FRI.									
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	10,560	12.6	10,560	12.6	19	12.6	TU&TH		9,550	11.4	9,550	11.4	17	11.4	MWF	
	2	>	9.45																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15	9,720	11.6	6,200	7.4	22	8.3	M-F	9,800	11.7	6,450	7.7	22	8.6	M-F
							8.1*	21*	7.8	M-F				8.5*	22*	8.3	M-F
									7.2	M-F						7.5	M-F
							6.8*	23*	6.3	M-F				6.9*	23*	6.4	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45	3,270	3.9	2,600	3.1	14	3.4	M-TH	3,180	3.8	2,430	2.9	14	3.2	M-TH
									2.9	M-TH						2.6	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	5,870	7.0	3,020	3.6	16	4.9	FRI.	7,370	8.8	3,770	4.5	20	6.3	FRI.
							4.5*	17*	4.2	FRI.				5.7*	20*	5.1	FRI.
									3.6	FRI.						4.7	FRI.
							3.3*	15*	3.0	FRI.				4.4*	20*	4.0	FRI.
									3.1	FRI.						3.6	FRI.
							3.0*	18*	2.8	FRI.				3.4*	20*	3.2	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15	2,430	2.9	2,010	2.4	15	2.5	M-TH	2,260	2.7	1,760	2.1	13	2.4	M-TH
									2.2	M-TH						1.9	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F							M-F
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F							M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,350	2.8	2,260	2.7	20	2.7	M-F	2,430	2.9	2,180	2.6	20	2.6	M-F
ABC ABC SPC RPT-842A(SUS)	1	8.42- 8.49AM	8.30							THU.							
ABC REAGAN ADDRESS-ABC(SUS)	2	10.00-10.30AM	10.00														MON.
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,710	9.2	7,460	8.9	27	8.9	M-F	8,040	9.6	7,880	9.4	27	9.4	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15								9,390	11.2	6,370	7.6	17	8.0	WED.
														7.5*	18*	7.0	WED.
														7.6*	16*	7.5	WED.
																7.7	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,590	1.9	1,170	1.4	15	1.2	M-F	1,340	1.6	1,010	1.2	13	1.1	M-F
									1.5	M-F						1.3	M-F
CBS REAGAN ADDRESS-CBS(SUS)	2	10.00-10.30AM	10.00														MON.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	8,130	9.7	7,790	9.3	33	9.3	M-F	8,630	10.3	8,300	9.9	33	9.9	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	6,290	7.5	5,950	7.1	19	7.1	M-F	6,620	7.9	6,370	7.6	20	7.6	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,930	2.3	1,340	1.6	13	1.3	M-F	1,680	2.0	1,170	1.4	12	1.2	M-F
									1.9	M-F						1.6	M-F
NBC REAGAN ADDRESS-NBC(SUS)	2	10.00-10.30AM	10.00														MON.
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,940	4.7	3,940	4.7	15	4.7	MWF	4,190	5.0	4,190	5.0	14	5.0	MWF
DAY SATURDAY																	
ABC MENU DO-8:25AM	1	8.25- 8.29AM	8.15	3,850	4.6	3,520	4.2	23	4.2								
ABC SCHOOL HOUSE ROCK-8:25AM	2	8.25- 8.29AM	8.15								3,350	4.0	2,850	3.4	21	3.4	
ABC MENU DO-10:25AM		10.25-10.29AM	10.15	6,200	7.4	5,450	6.5	22	6.5		6,120	7.3	5,360	6.4	21	6.4	
ABC MENU DO-11:55AM	2	11.55-11.59AM	11.45								6,370	7.6	5,450	6.5	19	6.5	
ABC SCHOOLHOUSE ROCK-11:55AM	1	11.55-11.59AM	11.45	6,200	7.4	5,450	6.5	20	6.5								
ABC PRO BOWLERS TOUR	1	3.30- 5.04PM	5.00	10,560	12.6	6,370	7.6	18	8.0								

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,020	3.6	2,930	3.5	21	3.5		2,510	3.0	2,350	2.8	18	2.8	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,110	6.1	4,690	5.6	20	5.6		5,280	6.3	4,860	5.8	21	5.8	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,860	5.8	4,270	5.1	17	5.1		5,110	6.1	4,530	5.4	17	5.4	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,360	6.4	4,780	5.7	18	5.7		4,530	5.4	3,940	4.7	14	4.7	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,850	4.6	3,600	4.3	13	4.3		3,020	3.6	2,770	3.3	10	3.3	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	6,790	8.1	6,200	7.4	21	7.4		4,780	5.7	4,440	5.3	15	5.3	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,860	5.8	4,440	5.3	14	5.3		5,030	6.0	4,690	5.6	15	5.6	
NBC ONE TO GROW ON-8:28AM	2	8.28- 8.30AM	8.15								4,110	4.9	3,940	4.7	30	4.7	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,020	4.8	3,850	4.6	21	4.6		4,530	5.4	4,270	5.1	25	5.1	
NBC ONE TO GROW ON-10:28AM	2	10.28-10.30AM	10.15								8,380	10.0	8,130	9.7	31	9.7	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,700	8.0	6,540	7.8	24	7.8		8,550	10.2	8,300	9.9	30	9.9	
NBC ONE TO GROW ON-12:28PM	2	12.28-12.30PM	12.15								5,200	6.2	4,940	5.9	16	5.9	
NBC NCAA BASKETBALL-REG'L	2	1.00- 3.17PM	+GRID 3.15								9,720	11.6	3,850	4.8	12		
													4.5*	11*	3.9		
NBC NCAA BASKETBALL-NAT'L	1	2.30- 4.39PM	+GRID 4.30 4.45	7,040	8.4	2,180	2.6 3.3*	7 8*	3.2 .8								

Bulletin

February 6, 1984

THE PRESIDENT'S JANUARY 16 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Monday January 16, 1984, at 10:00-10:30AM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	19.3	16.2
Average Audience		
Households	16.6	13.9
Total Persons*	7.8	17.1
Total Women	12.2	10.7
18-49	8.6	4.7
Total Men	5.7	4.5
18-49	1.7	.9
Total Teens	2.7	.6
Total Children*	4.1	1.3

*Excluding children under 2 years of age.

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